Ahead of the Curve: Opening the First University Library MakerBot Innovation Center

With more than 50 3D printing units, the Center—the first in New England, and the first in a university library anywhere—provides the campus with access to pioneering technology for teaching, learning and research.

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Ahead of the Curve: Opening the First University Library MakerBot Innovation Center

In March, the Libraries partnered with MakerBot for the grand opening of the MakerBot Innovation Center on Floor 3 of the W.E.B. Du Bois Library to a standing room only crowd.

The idea for the center germinated last fall when Lorrey Bianchi ’69, chair of the Library’s Campaign Committee, visited the MakerBot retail store in Boston; witnessing the excitement and buzz, he suggested the Library investigate 3D printing.

“I was aware that it would be a great new technology to include in the expansion of our Digital Media Lab and was anticipating being able to support 4-5 printers,” says Jeanne Antill, coordinator of the Digital Media Lab. After learning more about the MakerBot Innovation Center concept featuring a centralized management platform, “it became obvious that to have impact on teaching and learning we needed to offer more capacity.”

3D printing—a rapid process from conceptual idea to physical object—unleashes a host of learning opportunities. Students and professors from Architecture, Building Construction Technology, Studio Arts/Sculpture, Education, Classics, and Engineering have been the heaviest users of the printers so far. We are tapping into existing faculty to share ideas and case studies, and working on sample lesson plans, overview videos, online subject guides, 3D demos, and workshops.

“Having this 3D center here in the Library is a powerful example of an active learning space that can be centrally available and open to all,” says Antill. “Every new offering such as this changes the way students and faculty interact with the Library and enables them to explore all the other services and resources.”

Engaging with New Technology

Why the Libraries? Because UMass Amherst Libraries, through services like the Learning Commons and the Digital Media Lab, provide an environment in which students and faculty feel free to explore new forms of scholarship while being secure in the history and tradition of our print collections and digital information resources. The Libraries provide a neutral territory where all disciplines are welcomed and encouraged to explore and interact with others to create new, interdisciplinary discoveries.

Without support from our Friends, the Innovation Center would not be possible. Your contributions to the Innovation Fund, the 21st Century Technology Fund, the Digital Media Lab, and our Library Facilities Fund have allowed UMass Libraries to move to a level of excellence never possible if we had to depend only on campus funding. In a similar manner, your contributions to a variety of collection and service endowments provide on-going support that builds excellence and quality at a level never before known at UMass Amherst.

It’s a broad spectrum of services that the UMass Amherst Libraries staff provide—from maintaining excellent print collections to offering cutting-edge 3D printing services—because that is what today’s students and faculty desire and deserve. With your continuing support, we will be able to live up to their expectations.

Best regards as always,

Jay Schafer
Director of Libraries

We’re thrilled to be a part of UMass Amherst’s unique Digital Media Lab that emphasizes technology and project-based learning,” said Mark Schulze ’98, MakerBot General Manager of the Americas and Emerging Markets. “UMass Amherst realizes that the jobs of tomorrow will require strong technology and collaboration skills. To prepare students for these jobs, the MakerBot Innovation Center will help to cultivate entrepreneurialism, education and innovation in Massachusetts and far beyond.”

View the video: bit.ly/makerbotvideo2015

To date, 293 donors have given 304 gifts totaling $35,000 to the Library Innovation Fund for the 3D Printing Center.

Thank You!
Students, faculty, staff, and community members checked out "living books" to learn about people with diverse backgrounds in the first Human Library event on campus.

Twenty-three people volunteered to be a human book. Some examples included an adult diagnosed with ADHD, Army ROTC cadet, autistic spectrum representative, belly dancer, Israeli veteran, mushroom farmer, nudist, Puerto Rican living with cerebral palsy, vegan, and witch.

The project enables groups to break stereotypes by challenging common prejudices in a positive manner. Although the concept of a human library was a little challenging at first, feedback was overwhelmingly positive and several people asked when they could attend again.

One student said, "This was the coolest thing I’ve ever done at UMass."

Sustainability Studies Librarian Madeleine Charney spearheaded the event for Earth Day on April 22. "People talk about the Earth as being three legs of a stool – the environment, economy, and equity," she said. "The human library book project addresses the equity piece."

Originating in Denmark, the "Human Library" has spread to 65 countries around the world, and it is part of a global movement that challenges common prejudices in a positive manner. The Human Library project enables groups to break stereotypes by checking out "living books" to learn about people with diverse backgrounds.

About 65 percent of college students don’t buy textbooks because of cost, said Matt Magalhaes ’18, MASSPIRG Textbooks Campaign Coordinator. Textbooks can cost students upwards of $1,200 a year, having increased three times the rate of inflation in recent years.

Magalhaes and other UMass Amherst students held a press conference at the Library this past semester to highlight a report issued by student public interest groups urging institutions to use open-source textbooks—faculty-written, peer-reviewed textbooks that are published under an open license; available free online and to download. Print copies are available for as little as $10-40 dollars.

When faculty use them in their classrooms, it saves students and their families millions of dollars, collectively.

Jennifer Raelch ’16, chairwoman of the Student Government Association (SGA), said the SGA has passed legislation to support open-source textbooks and "to push faculty to make the switch." She said the aim of the legislation is to build awareness so that students can, in turn, talk to faculty about using open source textbooks in their courses.

The report analyzes data from five pilot programs around the country, including the program at UMass Amherst, that encourage faculty to replace traditional textbooks with open textbooks.

Based on the data from these programs, the report concludes that when a student has their traditional, introductory-level textbook replaced with an open textbook, they save $128 on average per course. "If every full-time undergraduate had just one of their traditional textbooks replaced with an open textbook each year," said Magalhaes, "it could save students nationally almost $1.5 billion in textbook costs."

The Libraries Awarded the third round of Sustainability Curriculum Initiative grants to 10 faculty members in May. The Sustainability Curriculum Initiative supports teaching faculty interested in revising existing courses to include or augment sustainability topics.

Some of the courses include Viticulture; Solar Energy Systems and Building Design; Implementing Sustainability and Social Responsibility in Today’s Economy; Public Space Design Plus; and Sustainable Development, Women, and Gender.

The grants are funded by generous gifts of donors to the Libraries Sustainability Fund. Thank you!
Books on Demand

A service available to all UMass Amherst faculty, students and staff, Books on Demand seeks to provide seamless access to recently published materials by purchasing rather than borrowing. Items purchased via Books on Demand start out like any other interlibrary loan request.

Interlibrary loan requests are reviewed by Acquisitions staff and purchased for the collection if they meet the program criteria (e.g. academic books, maximum price $175). Books on Demand makes these otherwise difficult-to-borrow materials available quickly, and it also supplements the Libraries’ collections with materials that are in demand by our community.

An off-shoot of the program, Books in High Demand, seeks to replace or add additional copies of materials that are in demand but are missing or in use within the Five Colleges. The Libraries have continued to grow and enhance the Books on Demand program, which began in 2005, over the past 10 years.

TOP FIVE BOOKS ON DEMAND

- Being Mortal: Medicine and What Matters In the End by Atul Gawande
- Divination and Theurgy in Neoplatonism: Oracles Of The Gods by Crystal Addey
- One Nation Under God: How Corporate America Invented Christian America by Kevin Michael Kruse
- The Digital Enterprise: The Moves and Motives of the Digital Leaders by Karl-Heinz Streibich
- Universities in Decline: From the Great Society to Today by Howard J. Wiarda

Du Bois Center News

A Message from the New Director of the Du Bois Center

Associate professor of anthropology Whitney Battle-Baptiste has been appointed Director of the W.E.B. Du Bois Center at the UMass Amherst Libraries.

“When I first joined the UMass Amherst community, I was well aware of the archaeological work of Dr. Robert Paynter at the W.E.B. Du Bois Homestead. It was one of the central reasons I wanted to join the Department of Anthropology,” says Battle-Baptiste. “As a historical archaeologist who specialized in African American Domestic Spaces, the prospect of working at the ancestral home of Dr. Du Bois seemed a logical step in my academic career. I was correct in my assumptions: UMass Amherst has been a place where I have learned and developed my craft. It was with this energy that I stayed connected with the Du Bois Collection at the Library, participated in stewardship of Du Bois’s legacy here in Massachusetts, and also began to understand how relevant the words and thoughts of Dr. Du Bois are to our contemporary needs as a society.”

“We live in complicated times. I want my work as the new director of the W.E.B. Du Bois Center to provide the connection to a new generation of scholars, students and citizens to the work of W.E.B. Du Bois. The natural connection between scholarship, the academy and the communities that we serve drove Dr. Du Bois in his work. My work reaches beyond research, beyond the boundaries of the academy. My work highlights relationships with community partners, making the work valuable to all members of our society. This is the legacy of Dr. Du Bois which we will carry on together.”

The Problem of Haiti & The Songs of Black Folk

In April, the 2014 Du Bois Fellows presented on their research subjects. Dr. Brandon R. Byrd, assistant professor of history at Mississippi State University, spoke about “The Problem of Haiti as it Stands Today.” He examined the reaction of Du Bois to the occupation of Haiti by U.S. Marines from 1915-1934. The talk increased our understanding of how Du Bois’s thought evolved about the connections among capitalism, imperialism and white supremacy.

Dr. Donald Geesling, G’11, PhD ’14, a cultural and social historian, drew upon a number of archival holdings including unpublished essays, personal correspondence, memoirs, and Crisis columns, to trace the contours of Du Bois’s intellectual thought regarding the commodification and potential socio-political utility of black song in the interwar period for his paper entitled “Songs of Black Folk: the Musical Imagination of W.E.B. Du Bois 1922-1942.”
How does a word get into the dictionary? What words do people look up after terrorist attacks? How did Merriam-Webster’s dictionary get its start, anyway, and what did Noah Webster have to do with it? Lovers of language and libraries turned out for the 13th annual Dinner with Friends to learn the answers to these questions and provide support for the new 3D printing facility installed recently in the W.E.B. Du Bois Library.

John Morse, president and publisher of Merriam-Webster, offered history on the Unabridged, which celebrated its 150th birthday last year. Alumna Emily Brewster ’99, the “word nerd” on local radio station WRSI/The River, described how new words make it into the dictionary (widespread and citable usage). Alumnus Peter A. Sokolowsky ’92, Editor at Large, shared what the company has learned about people’s lookup habits ever since the dictionary went online in 1996. (The most looked up word after the 911 attacks? Surreal.)

The word on everyone’s tongues at the gala was MakerBot… (“Bot” is short for robot, dating to 1969 as an abbreviation for robot, which dates to 1922, coined by a Czech science fiction writer). Guests were invited to tour the brand new facility on Floor 3 of the Du Bois Library where more than 50 MakerBot 3D printers hummed, showing how filament is extruded in a process where a conceptual idea is transformed into a physical object in a matter of hours. Guests celebrated the new technology as a defining moment in education just as the advent of the dictionary was a defining moment for language.

This year’s Dinner with Friends raised nearly $30,000. The proceeds go to the Innovation Fund to support 3D Printing.

Thank you to our silent auction donors and personal sponsors!
SPECIAL COLLECTIONS AND UNIVERSITY ARCHIVES (SCUA)

Selected Acquisitions

**Denise Karuth and Fred Pelka Papers**
Adding to SCUA’s growing collections in disability history, the Karuth and Pelka collection documents thirty years of social justice activism in Massachusetts centered on the movement for disability rights. Denise Karuth came into activism through her church’s involvement in the civil rights movement and her own experience as a college student dealing with blindness and multiple sclerosis. She became active in efforts to secure accessible mass transit in Massachusetts and has served as a peer counselor and consultant. Her lifelong partner, Fred Pelka, himself a person with disabilities, became involved in disability rights activism in 1983 while working at the Boston Center for Independent Living, and has made an impact as an editor and prolific author ever since.

**Allan C. Boschens Esperanto Collection**
A constructed, highly rationalized language developed by a Polish physician, L.L. Zamenhof, and first published in 1887, Esperanto is the most widely spoken auxiliary language in the world. Fundamentally utopian in origin and derived from a pastiche of languages, Esperanto was envisioned by Zamenhof as an instrument to help transcend national and cultural boundaries and thus promote peace and understanding in a fractious world. Allan Boschens, an engineer with General Electric in Pittsfield, was a student teacher of Esperanto and a longtime officer with the Esperanto Society of New England. The Esperanto book collection numbers more than 400 volumes from around the world, including instructional materials in the language, along with novels, poetry, travel books, histories, biographies, political writings, materials on China and Vietnam, children’s literature, and even a cookbook.

**Swedish Book Design Collection**
James H. Fraser and his wife, Sibylle, eclectic and passionate collectors of the book arts, assembled an unusual collection of more than 250 volumes bespeaking their interest in Swedish book jacket design. Consisting nearly entirely of softcover volumes printed between the 1920s and the 1960s, primarily pre-war and not necessarily written by Swedish authors, the collection features the work of many illustrators and a range of graphic styles, from avant-garde modernism to the stylized realism seen on translations of popular works by writers such as Ian Fleming and Agatha Christie.

Digitization Projects

**Jeff Albertson Photograph Collection**
Jeff Albertson was a Boston University student when he began his career as a professional photographer. Reflecting the youth culture of the late 1960s, early 1970s, and well beyond, from music to political movements, his work appeared in Boston mainstream and alternative media and in national publications such as Rolling Stone and People. Albertson’s stunning shots include musicians Bruce Springsteen, Bonnie Raitt, Elvis Presley, Frank Sinatra, and John Lee Hooker, activists such as Abbie Hoffman and the Chicago Seven, and many others. His photographic essays capture issues from poverty and old age to firefighting and prisoners, along with landscapes and street scenes. Part of the American Revolution Documentary Collection, and in collaboration with filmmaker Bill Lichtenstein, Albertson’s prints, slides, and negatives are now part of an epic digitization project. SCUA holds all of Albertson’s negatives, and digitizing whole rolls from his shoots provides a rich, on-the-ground experience of the subject—a person, a demonstration—in context. Nearly 2,000 negatives have been digitized to date.

**Mark H. McCormack Papers**
Mark H. McCormack was an innovative and powerful figure in the business of sport marketing and talent management. Starting with a legendary 1960 handshake with golfer Arnold Palmer, he represented star athletes, supermodels, sporting events, and lucrative licensing deals and recognized the potential of media in bringing sport to wider audiences. He built the global firm IMG Worldwide, as well as a reputation as a pioneering businessman, negotiator, and deal-maker. McCormack’s papers, which came to SCUA several years ago in a partnership with the Mark H. McCormack Department of Sport Management, are now the focus of a project to digitize decades of his correspondence and memorandums. Letters from 1957 to 1970 are now available, with more documents being added weekly.
Philanthropy at Work

Mapping a Meaningful Gift

B orn in Idaho, cultural geographer and UMass Amherst geosciences professor emeritus Richard Wilkie spent summers on the South Fork of the Salmon River, a remote mountain environment where he first took an interest in how humans relate to the natural world. In college, after three years at Mexico City College, Wilkie earned a BA, MA and PhD in geography from the University of Washington, during which time he conducted research back in Mexico and Argentina as a Fulbright Scholar. After his arrival at UMass Amherst in 1968, Wilkie continued his far-flung research, including a longitudinal study of Argentine migrants and their assimilation into new environments. Based on his research and teaching on Latin America, Wilkie published a book at UCLA in 1985, Latin American Population and Urbanization Analysis: Maps and Statistics, 1950-1982, as well as numerous publications on Argentina, Mexico, Guatemala, Ecuador as well as maps and atlases from other parts of the world, totally 1,461 items.

The map collection, available for use in the Du Bois Library, illuminates a number of themes in Wilkie’s research. The first is the role of place in the lives of individuals, and how human attachments to particular environments, ecologies and special places helps to give people a sense of place in their lives. Another theme is the historical evolution of cultural landscapes and what role settlements of different sizes and complexities have played in history. Since co-editing The Historical Atlas of Massachusetts (1991) Wilkie has taught courses on creative visualization of knowledge. Photography of stunning and unusual places, Wilkie has published several thousand images in a broad array of publications, including a number of university presses. The Wilkies plan to donate other portions of their map and other collections, including photos to the library in the future.

You Gave... and We are Grateful!

During the 36-hour annual UMassGives online fundraising campaign on April 29-30th, 67 gifts were made to the Libraries (63 online, four by phone) from friends totaling over $3,713 dollars. We are grateful for your support during UMassGives and invite you to support us all year long through social media by becoming a friend on Facebook. Overall, UMass Amherst raised $108,486 during UMassGives 2015!

The majority of gifts were made to the Library Annual Fund, which provides funds beyond our base budget to bring the best of the traditional library—rich resources, books and special collections—into high-tech collaborative environments.

The Du Bois Library Falcons, who are tending three eggs as this newsletter goes to press, were also beneficiaries of your generosity, receiving gifts to help offset the cost of live streaming and keeping the camera rolling. Other popular areas of giving were the Library’s Innovation Fund, supporting the Sustainability Fund, to underwrite resources and outreach; and the Facilities Fund which supports library renovation projects.

Thank you!

Library UMass Rising Campaign 2010-2016

The campaign supports talented students, first-class faculty, infrastructure, collections, renovations, and research grants.

Total Goal: $45,476,000

Raised to date: $42,252,035

Remainder to goal: $3,240,000 or 7%

With your help we can reach our goal!

Thanks for taking us to the top!

Blue Ribbon Recipe

The UMass Amherst Libraries 2014 Progress Report, mailed to 11,000 Library friends each year, took two blue ribbons home from the Academic Library Advancement and Development Network (ALADN) Conference in San Diego. The cleverly designed report meant to look like a suitcase, asking readers to “unpack the impact,” won first prize for both Annual Reports and the People’s Choice awards.

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Raised to date: $42,252,035

Remainder to goal: $3,240,000 or 7%
Join us for the 17th Annual Fall Reception to celebrate new acquisitions in support of jazz scholarship, historic collections like those of the Boston Jazz Society and Borah Bergman, as well as re-mastered classics being added to our collections as soon as they are released. Music will be provided by student musicians.

17TH ANNUAL FALL RECEPTION
JAZZ WITH FRIENDS
SUNDAY, OCTOBER 4, 2015
2-5 P.M.
W.E.B. DU BOIS LIBRARY
JAZZ EXHIBIT AND RECEPTION

In coordination with the fall reception, an exhibit will focus on recently acquired jazz collections from UMass, Boston, and the Northeast in Special Collections and University Archives. Photographs will include jazz greats plus posters, images, and memorabilia of the regional jazz scene and culture from the 1960s on. Materials range from the Boston Jazz Society Collection and images of Boston jazz clubs in the Bernie Moss Collection to images from UMass's Jazz in July performances by Robert Davis and Ronald Steele. Several other collections on exhibit document composers and performers, including innovator Borah Bergman and retired UMass Amherst professor and Emeritus Director of the Fine Arts Center, Frederick Tillis.

**JAZZ IN SPECIAL COLLECTIONS**
Late September through January 2016

**Yankee Yarns: True Tales of New England Characters from the 1920s & 1930s**

“Yankee Yarns,” on display through August 2015, showcases “Blackie” Blackington’s New England photography from the 1920s to the 1930s. Alton H. Blackington (1893-1963) was a writer, photojournalist, and radio personality associated with New England “lore and legend.”

The exhibit covers terrain stretching from news of public officials and civic events to local personalities, but the heart of the exhibit is images of typically eccentric New England characters and human interest stories. Images, including an eight-year-old John F. Kennedy, Charles Lindbergh, and Upton Sinclair, are paired with colorful hermits and charlatan astrologer Prof. Braganza, with background stories and their colorful “Yankee yarns.”

**Congratulations**

Marilyn Billings, Scholarly Communication and Special Initiatives Librarian, was the keynote speaker at the University of Southern Mississippi' Institutional Repository Day.

**Welcome**

Chad Favazza
Digital Media Lab Service
Desk Supervisor
Digital Media Lab

Tea Mancino
Interlibrary Loan Assistant
Interlibrary Loan Department

Lindsey Waid
Library Human Resources Assistant
Library Office

**Events and Exhibits**

**Archaeology of the First World War: Exploring the Trenches Today**

In February, professor emeritus of biology Ed Klekowski and Libby Klekowski ’91, researchers and authors of Eyewitness to the Great War and Americans in Occupied Belgium, 1914-1918, presented a talk and slide show tracing the progression of WWI across the French and Belgian countryside. The talk was accompanied by artifacts the Klekowskis gathered from WWI trenches, as well as items from Special Collections. The event took place in Memorial Hall, which was built in 1921 to honor the 51 men from Massachusetts Agricultural College who died in military service during WWI, and has since become a tribute to all our fallen alumni.

Library friends in Washington D.C. were treated to a behind-the-scenes tour of the Library of Congress in December.
SANTIAGO’S STORY

Santiago De La Torre Pinzon ’15 transferred from Bunker Hill Community College and is majoring in Computer Science. He works in the Du Bois Library in the Learning Commons on the Lower Level and the Teaching Commons on Floor 26. Sometimes Santiago works the overnight shift from midnight to 8 a.m. “It’s nice because when it’s quiet I can focus on my studies and get some homework done.”

“I know the feeling of being new and feeling lost; I love helping and working with students for exactly that reason. Now I can provide the support I sought as a new student!”

Santiago De La Torre Pinzon ’15