To celebrate UMass Amherst’s 150th birthday, Special Collections and University Archives will record, preserve and make available more than 150 new personal oral histories about campus and student life, re-catalogue thousands of historical campus photographs, and curate physical and digital exhibits about the campus’s history.
A Year to Remember and Celebrate

2013 is the Sesquicentennial Celebration of the founding of our land-grant institution. The Libraries take the land-grant mission very seriously as we preserve and present the history of the Commonwealth through digitization projects and as we offer access to the print collections of the Commonwealth's largest public academic research library to all residents.

2013 is the Sesquicentennial Celebration of the Emancipation Proclamation and the 50th anniversary of the death of W.E.B. Du Bois. Du Bois, born in 1868 (only five years after the Emancipation Proclamation), died the day before Martin Luther King gave his memorable “I Have a Dream” speech on the steps of the Lincoln Memorial during the 1963 March on Washington.

2013 is the kickoff of the UMass Rising Campaign. The Libraries are counting on your support as we move toward our goal of raising $45 million by 2016. Happily, we are already at more than 80% of our goal but we need your help to achieve 100%.

2013 is the 40th anniversary of the opening of the “Tower Library,” renamed the W.E.B. Du Bois Library in 1994. Designed by Edward Durrell Stone, the Du Bois Library still holds the title as the world’s tallest university library.

2013 is the year of many new and exciting services and programs, as you will read on the following pages. The new Digital Media Lab on Floor 3 of the Du Bois Library is an excellent example of how the Libraries can work collaboratively with others on campus to create an innovative modern service for our 21st century students.

2013 is, sadly, the year the Libraries lost a long-time champion – Randolph “Bill” Bromery. Dr. Bromery was instrumental in bringing the Papers of W.E.B. Du Bois to the Libraries and was, until his death, a passionate supporter of the Libraries, the Du Bois Collection, and the W.E.B. Du Bois Center.

2013 is a year of celebration and remembrance. If you can celebrate and remember the excellent work you read about in the following pages, your contributions will be greatly appreciated.

Best regards,

Jay Schafer  
Director of Libraries
The Life of W.E.B. Du Bois: Its Relevance to Today

Harlem native and great-grandson of American civil rights activist W.E.B. Du Bois, Arthur McFarlane II (pictured below, right) gave the 19th Annual Du Bois Lecture in the Du Bois Library and at St. John’s Congregational Church in Springfield, Massachusetts. McFarlane spoke about the burden and gift of being Du Bois’s great-grandson. He said that while much progress has been made, many challenges around race and socioeconomic justice still plague our lives. He urged lecture-goers to consider the relevance of W.E.B. Du Bois today, calling on the UMass Amherst community to help “Black History” and “American History” merge into one unified story. When asked what aspect of Du Bois’s life and work inspires him most, McFarlane marveled at Du Bois’s interviews with 2,000 black families, to write The Philadelphia Negro. When it was published in 1899, the study became one of the earliest examples of sociology as a statistically-based social science.

Artist Visits Special Collections

In a recent interview in Art in America, artist LaToya Ruby Frazier (left) said, “[My mentor] always told me, ‘When your photographs start speaking back to you, that’s when you know you’re making the right work.’ I follow where the work guides me. It recently guided me to the W.E.B. Du Bois Library, where I have been commissioned to collaborate with a Du Bois scholar to create new work that investigates Du Bois’s influence on American social justice, women’s rights, higher education, the arts, environmentalism, and political action.” Du Bois in Our Time is a landmark exhibition that focuses on the intersection of art and the major issues of our time, centered on the legacy of W.E.B. Du Bois and the causes he championed, commemorating the 150th anniversary of the Emancipation Proclamation. Artists and scholars will create this major modern art exhibit on campus this fall at the University Museum of Contemporary Art (UMCA). More info: bit.ly/dbiot.

Du Bois Happenings

Gospel music, shared prayer, dancing, and storytelling illuminated the life of W.E.B. Du Bois in the third annual Tribute to the Black Church. UMass Amherst Libraries and St. John’s Congregational Church co-sponsored the event, which takes place at the historic Springfield church every February. This year, a highlight was a reading from the Bible that belonged to John Brown, who was a member of the St. John’s congregation.

UMass Amherst Librarian Jeremy Smith presented “Digitizing the Diaspora: African American Archives and the Revolution in Research,” at W.E.B. Du Bois and the Wings of Atlanta: A Commemorative Conference at Clark Atlanta University that celebrated the life of Dr. Du Bois. The event featured notable scholars from around the world, including UMass Amherst’s John Bracey, Bill Strickland, and Whitney Battle-Baptiste. Du Bois wrote many influential works in the 23 years he spent at Atlanta University, initially as a professor (1897-1910) and later as the chair of the Department of Sociology (1934-1944).
Peter Laird ’76, co-creator of the Teenage Mutant Ninja Turtles (TMNT), donated a sculpture grouping of the five main characters of the popular series. The sculptures consist of the four well-known and much loved Ninja Turtles—Michelangelo, Raphael, Donatello, and Leonardo—and their sensei master and adopted father, the rat, Master Splinter. Created in the early 1980s, initially as comic book characters, they captivated a generation of young adults, spawning a major business of comic books, TV series, feature films, toys, games and other products. Created by Kevin Eastman and Peter Laird, the characters and their stories became pop culture legends in the 1980s and continue to be popular today. Kevin Eastman commissioned the bronze sculptures from artist John Dann. The sculptures are displayed on Floor 21 near the children’s book collection.

“Last year, librarians conducted and supervised 441 library instruction sessions, reaching 10,161 participants. Librarians taught for 80 departments, programs and groups, ranging from Afro American Studies, Isenberg School of Management, to Women, Gender, Sexuality Studies and almost everything in between…”

— Isabel Espinal, Information Literacy Specialist/Humanities Reference Librarian

“Librarians at UMass Amherst have always played an important part in the education of undergraduate and graduate students,” says Espinal (pictured left). “Our role has recently increased dramatically in this area. But numbers only tell part of the story. Students rave about the classes.”

“Students need help navigating the torrent of information choices they are flooded with,” says Beth Lang, Head of Research and Liaison Services. “And we are responding to the call.”

Librarian Mike Davis regularly receives applause at the end of his sessions.

“...[this session] may have been the best, most academically helpful lecture I have ever attended at UMass,” according to one participant.

Another student said, “I will use ALL of what I learned in this session in my future research.”
Announcing

The New Digital Media Lab

The Digital Media Lab on Floor 3 of the Du Bois Library is designed to support students at each point in the multimedia production process, from concept and media creation to post-production. This exciting new space brings together all the elements needed to produce high-quality multimedia from green screen video room and pro-audio sound recording booths to specialized workstations and collaboration space. Outfitted with 27” iMacs and dual Mac/PC workstations, it is a flexible workspace that can adapt to new technologies and learning modes. Students have access to a wide range of online tutorials, field production guides, and self-organized forums. A staff of multimedia specialists provides workshops and individual instruction as needed. The Digital Media Lab will have a Grand Opening in September for the start of the fall semester.

Digital Media Coordinator Jeanne Antill ’81 helps Solana Bethell ’15 and Andrew Takas ’13 practice setting up shots in the green screen room for chroma keying video.

OPEN ACCESS NEWS

Communication+1

The Libraries have initiated a suite of Library Publishing Services (LPS) to respond to new developments in the scholarly communication paradigm shift to digital scholarship. “These services include software that facilitates the establishment and sustainability of peer-reviewed open journals and the capture of conference materials that are held on campus,” says Marilyn Billings, Scholarly Communication and Special Initiatives Librarian.

“We started communication+1 with a set of definite goals,” says Briankle Chang, editor of the new open access journal communication +1 and associate professor in the Communication Department. “Although it is still in its early stage of development, the reception we have received has exceeded our expectation. The download records and related indicators are a clear testament to the vision of democratic scholarship that Scholarworks embodies, a vision of which communication+1 is a natural extension and without which it would not have been possible.”

The journal communication +1 provides an open forum for exploring and sharing ideas about communication across modes of inquiry and perspectives. Its primary objective is to push the theoretical frontiers of communication as an autonomous and distinct field of research. Suspending any judgment regarding distinction between theory and practice, this forum encourages critical reflections on communication and seeks to encourage these reflections to and among those who place communication at the center of their thinking and writing. The aim of communication +1 is to promote new approaches to and open new horizons in the study of communication from an interdisciplinary perspective.

scholarworks.umass.edu/cpo/
In honor of Earth Week 2013 and the campus’s Sesquicentennial, the Libraries created “Sustainable since 1863” T-shirts made from recycled bottles, featuring an archival photo of the campus’s early days as an agricultural school. The T-shirts were made from post-consumer waste yarns made in the U.S. and are stamped with a bottle count. The average shirt consists of 14 bottles. From the 1,000 shirts ordered: 12,400 bottles were diverted from landfills; 199,648 lbs. of greenhouse gases were saved; 137,586 gallons of water were saved; and 1,701 kWh hours of energy were saved.
Library’s Sustainability Fund Wins Gale Cengage Learning Financial Development Award

“The overall reach and scope of the endeavors supported by the Library Sustainability Fund is impressive.”

—Juror for the award

Donors were contacted and were requested to make one more gift to close out the fiscal year, and many came through. Thank You!

The Library is the winner of the prestigious Gale Cengage Learning Financial Development Award presented annually to a library organization which exhibits meritorious achievement in creating new means of funding for a public or academic library.

The Libraries received the award for its very successful campaign focusing on the Library Sustainability Fund, which raised $175,000 from 3,500 donors. The Libraries partnered with the UMass Annual Giving Office on the annual “Second Ask” campaign. Donors were contacted and were requested to make one more gift to close out the fiscal year, and many came through. Thank You!

The Fund made possible a series of workshops which enabled faculty to form connections between their colleagues in disciplines across campus. During “Mapping Sustainability Education at UMass Amherst,” held in the Teaching Commons in Du Bois Library, 50 people including faculty from 18 departments (spanning the sciences, art, and humanities) and staff from 7 co-curricular offices (including Auxiliary Services, Extension, and International Programs Office) worked together to create a set of student learning outcomes for sustainability courses.

“Faculty may apply for $1,000 mini-grants to integrate the use of licensed library resources in their existing sustainability courses and base assignments on Information Literacy standards,” said Sustainability Studies Librarian Madeleine Charney.

“The initiative is a strategic fundraising program serving as a model for other libraries,” said one of the jurors for the award, commenting on the engagement of alumni, current students, and faculty in the project. “The overall reach and scope of the endeavors supported by the Library Sustainability Fund is impressive.”

To donate to the Library Sustainability Fund, visit: bit.ly/sustfund

Earth Day 2013

To celebrate Earth Day 2013, the Libraries co-sponsored the keynote address by Annie Leonard, Director of the Story of Stuff Project and the creator of the movie The Story of Stuff.

Starting as a ‘20-minute cartoon about trash’ to share what Leonard learned about the way we make, use and throw away “stuff” today, The Story of Stuff has had over 15 million views. Leonard founded the non-profit Story of Stuff Project in 2008 to respond to tens of thousands of viewer requests for more information and ways to get involved. For more information, visit: www.storyofstuff.org.
The Friends of the Library welcomed Chancellor Subbaswamy (known as Chancellor Swamy) and his wife, Mala, to their first Dinner with Friends in April. Upon arrival at the 11th annual gala, guests toured the new Digital Media Lab (pictured) taking shape on Floor Three of Du Bois Library; funds raised by the dinner benefit the development of this new space. The Chancellor, inspired by the lab’s green screen, gave an impromptu mock weather report, as guests learned about the hardware, software, and staffing of the new facility.

The Digital Media Lab “represents the masterfully successful partnership developing between the Office of Information Technologies and the Libraries,” Chancellor Swamy told the crowd of more than 100 guests in his remarks. “It will create a holistic support system for our students, allowing them to work with new curricular innovations as those arise.”

In the preamble to the evening’s program, Chair of the Library’s Director’s Council, Lorrey Bianchi ’69, announced the bold Campaign for the Libraries, a quest to raise $10M for the Libraries over the next three years, “to continue to make the library excellent, and in doing so, provide the foundation for UMass Amherst to be the greatest public research university it can be.”

New York Times bestselling mystery writer Archer Mayor (pictured, left) headlined the evening’s program. The author of 23 painstakingly researched and thus chillingly realistic mystery novels, Mayor set his latest book, Paradise City, in Northampton, Massachusetts. Mayor, who is an EMT and a death investigator, regaled the crowd with tales from the seamier side of life, the nuances of his work and writing habits, and his approach to “fiction,” much of which is drawn from real life. “The key thread through my career and my writing is a fascination with what motivates people,” said Mayor. Mayor joined the ranks of our Friends by donating copies of his books to complete the libraries’ collection of his Joe Gunther series, and invited guests to bid on the opportunity to have their name included in his forthcoming book.

Thank you to all of our donors, sponsors and dinner guests. Thanks to you, we raised nearly $30,000 toward the Digital Media Lab.
New to the Dinner this year, a silent auction generated spirited bidding for more than a dozen items. Treasures included framed replicas of rare and historic documents from Special Collections and University Archives; a pair of telescoping Sheffield plate candlesticks donated by Friends of the Library Board member Bruce Cherner ’80; a Thomas Nast print, from Board Member John Fitzgerald ’68, G’78, and a hand-crafted Walnut, one-of-a-kind hors d’oeuvre tray by acclaimed artist Michael Coffey and past President of the Friends Board, Dodie Gaudet ’73.

Even given the caveat that the winner’s good name might be assigned to an unsavory character in an Archer Mayor (left) book, lively bidding generated a $600 donation by Director’s Council member Philip DesAutels (right).

Photos: Ben Barnhart
The Campaign for UMass Amherst Libraries

We have a $45M goal within the campus-wide quest to raise $300M by June 2016. We have realized more than 80 percent of our goal, thanks in large part to a game-changing gift of in-kind materials, in 2010.

We need the support of every Friend of the Library to raise the final $10M during the next three years.

Friends of the Library are key to reaching our goal. Your loyal philanthropy at any level directly underwrites timely improvements to the Libraries’ collections and facilities. Friends and faculty map our future with the power of planned gifts. Friends widen our network to acquire, preserve, and provide access to a rapidly expanding archive of valuable Special Collections.

The Campaign for the Libraries expresses a shared belief that the heart and soul of a great university is a well-supported library system. Our librarians are the bedrock of the institution, serving as key partners in teaching, learning, and research across campus, providing information and digital literacy support to students, faculty, staff and the community.

The reputation of UMass Amherst, the success of each student, and the combined impact of our campus on the Commonwealth and the world, rests on a foundation of a great academic research library.

"A university is a human invention for the transmission of knowledge and culture from generation to generation, through the training of quick minds and pure hearts, and for this work no other human invention will suffice."

—W.E.B. Du Bois

Naming Opportunities

Your gift could name a space in the Du Bois or Science and Engineering Library.

W.E.B. Du Bois Center: $5M

Science and Engineering Library, Lederle Lowrise: $2.5M

Learning Commons, Du Bois Library: $2M

Graduate Commons: $1M

Research Commons: $1M

Teaching Commons: $500,000

“One hundred and fifty years after its founding, the University of Massachusetts Amherst is the jewel of the Commonwealth's five-college campus system. With an international reputation for excellence, we are a community of unparalleled faculty, researchers, students, and alumni, and the destination for the best and brightest seeking an exceptional public education. The Libraries stand tall at the heart of the Amherst campus, supporting the university’s mission.”

—Kathy and Lorrey Bianchi (pictured)

Director’s Council Co-Chairs; Lorrey Bianchi, Chair, Campaign for the Libraries
“Hope the donation of $500 to the UMass Libraries helps to cover the 41 years late fee.”

—R. William Murphy, Fire Equipment, Inc., Medford, Massachusetts

Help us kick off the campaign!

For a gift of $150 you will receive a postcard book created to celebrate the 150th anniversary of the university.

This set of postcards was made from images and original campus postcards courtesy of Special Collections and University Archives in the Libraries in honor of the Sesquicentennial. To view other archival images and to learn more about the history of the campus, visit www.umass.edu/150.

Kenneth R. Feinberg ’67 UMass Rising Campaign

Attorney, UMass Amherst alumnus, and co-chair of the UMass Rising Campaign Kenneth R. Feinberg ’67, well known as a mediator, special master of compensation funds, and dedicated public servant, is a longtime devotee of opera and classical music. Last year, he donated his personal papers to Special Collections and University Archives. When Ken heard about the Library’s plans to create a Music & Media Listening Space on Floor 6 of the Du Bois Library, he contacted us to see how he might help with this effort. When we met with him in June, he shared his very fond memories of using one of three LP players located in the Student Union while he was a student. “That space was very special to him, and he wanted to help us create a space here in the Libraries that will enhance the listening and viewing experience of current and future students,” says Carol Connare, Director of Development and Communication. “Ken has pledged funds over the next several years that will help us further improve the music and media equipment and listening spaces,” she added. He recently agreed to donate his entire CD and DVD collection—close to 9,000 classical music and opera items—to the UMass Amherst Libraries.

The Feinberg Music Collection includes more than 6,000 media titles in all formats (CDs, DVDs, LPs, VHS tapes and Laserdiscs) encompassing a wide range of composers, productions, concerts, companies, and venues; mostly classical music from medieval times to the present, including numerous operas. Items are added to the general media collection at a gradually increasing rate as several staff members catalog the collection. The Feinberg Collection of Classical Music Programs includes more than 900 items documenting over four decades of concert- and opera-going, including some vintage programs and handwritten notes.
Randolph Wilson Bromery, 1926-2013

“Few individuals have lived and worked with distinction in so many different roles and under so many distinct circumstances.”

—Former UMass Chancellor John V. Lombardi wrote of his friend “Bill” Bromery, who became the first African-American chancellor at UMass Amherst.

Dr. Bromery, an advocate for diversity, was instrumental in helping to acquire the papers of W.E.B. Du Bois and tells the story, while sharing his hopes for the Du Bois Center in a video: bit.ly/bromeryvideo.

The University of Massachusetts Amherst will celebrate the life of the late former chancellor Randolf W. Bromery on May 17 from 2 to 4:30 p.m. in the Marriott Center on the 11th floor of the Campus Center.

Randolph Wilson “Bill” Bromery, of Peabody, chancellor of the University of Massachusetts Amherst from 1971-79 and Commonwealth Professor emeritus of geophysics, died Feb. 26 in Danvers, Mass. He was 87.

Dr. Bromery led the university through one of the most dynamic, and sometimes turbulent, periods in its 150-year history, establishing a reputation for problem solving and for building both diversity and consensus. Dr. Bromery served in numerous positions prior to retirement in 1992: commonwealth professor of geophysics, chairman of the department of geology and geography, vice chancellor for student affairs, chancellor of the Amherst campus, executive vice president of the University of Massachusetts system and retired commonwealth professor emeritus. Shortly before his passing, Dr. Bromery donated his papers to Special Collections and University Archives.

Since Dr. Bromery’s passing, the Library has received more than 30 gifts in his memory.

Memorial gifts may be made to:
Randolph and Cecile Bromery Endowment Fund for the Du Bois Center
UMass Amherst Libraries
Development Office
154 Hicks Way
Amherst, MA 01003

With a $50,000 grant from the philanthropist John Clarke, Gardiner Green Hubbard founded the Clarke Institution for Deaf Mutes in 1867 in Northampton, Massachusetts, a school predicated on the importance of acquiring oral skills for children with hearing loss. Clarke differed philosophically from schools such as the American School for the Deaf, where sign language was used for instruction, by stressing speech-reading and speech as the primary methods of communication. With notable supporters such as Alexander Graham Bell, Clarence W. Barron, and Calvin Coolidge and his wife Grace (a former teacher), the school became a pioneer in training teachers in auditory and oral methods and in recognizing the importance of early intervention and mainstreaming children into neighborhood schools.

The records of the Clarke School offer significant documentation of the history of oral deaf education in the United States and insight into the experience of deafness in America.

Special Collections and University Archives collects materials of enduring historical and cultural value relating to four major thematic areas: the history and experience of social change in America; the histories and cultures of New England; innovation and entrepreneurship; and the broad community associated with the University of Massachusetts Amherst.

www.library.umass.edu/spcoll/
Founded by attorney Keith Stroup in 1970, the National Organization for the Reform of Marijuana Laws (NORML) is the nation’s oldest and most prominent organization advocating for an end to cannabis prohibition. A nonprofit public-interest advocacy group based in Washington, DC, NORML has lobbied at the state and federal levels for the elimination of penalties for the cultivation, possession, and responsible use of cannabis, and it has met with success in state-level efforts at decriminalization. Over the years, NORML has led a wide variety of educational initiatives and coordinated its activities with other organizations working for cannabis reform. More recently, NORML has become a significant voice in the struggle to legalize the therapeutic use of marijuana.

The records of NORML offer a perspective on more than forty years of grassroots advocacy in the cause of drug policy legislation. Highly varied in nature, the records include organizational records, research files on marijuana and marijuana use, promotional materials prepared by NORML, and letters from persons incarcerated for possession.

Lester Grinspoon, the Harvard psychiatrist who became a celebrated advocate for reforming marijuana laws, is veteran of the Merchant Marines and a graduate of Tufts University and Harvard Medical School. He trained at the Boston Psychoanalytic Institute but later turned away from psychoanalysis. Senior psychiatrist for 40 years at the Massachusetts Mental Health Center, Grinspoon is associate professor emeritus of psychiatry at Harvard Medical School. In the mid-1960s, struck by the rising popularity of marijuana and its reputed dangers, Grinspoon began to examine the medical and scientific literature about marijuana usage. To his surprise, he found no evidence to support claims of marijuana’s harmful effects, and his resulting 1969 Scientific American article drew wide attention. His research ultimately convinced him of marijuana’s benefits, including enhanced creativity and medicinal uses. His own young son, undergoing chemotherapy for the leukemia that eventually took his life, found his severe nausea greatly eased by marijuana. By his 40s, Grinspoon had gained renown as an outspoken proponent of responsible adult use and legalization.

The Lester Grinspoon Papers include correspondence, research material, drafts and publications, clinical accounts, clippings, ephemera, scrapbooks, and audiovisual materials: photographs, as well as videotapes and DVDs of Grinspoon’s appearances on television and in documentary films. He is the author of Marihuana Reconsidered and Marihuana: The Forbidden Medicine, numerous articles, and two web sites.

The Libraries are hosting three exhibits in honor of the Sesquicentennial:
- **Pioneers of Mass Aggie: Founders, Builders, and Innovators (January-May)**
- **Innovation and Change: Adapting to the 20th Century (May-October)**
- **Emergence (Oct-Jan 2014)**

**Innovation and Change: Adapting to the 20th century, May 15 - Oct 1, Lower Level & Floor 25, Du Bois Library**

By 1916 there were 668 students and 275 courses at Massachusetts Agricultural College (MAC). It was the only college in the country to exclusively focus on agriculture. Also in 1916, as the country entered World War I, 1,304 students, alumni, and faculty members donned uniforms. The challenges of the war led to new efforts and innovations in farming, the Extension Service, and the increased numbers of women on campus. By 1931, when the economy became less and less reliant on farming and agriculture, the campus became Massachusetts State College. After World War II the College became the University of Massachusetts, precipitating a new era of growth and scholarship on campus.
practices. There are 31 offices participating in the program on campus. All nine designated Library offices have reached Bronze certification, with some offices reaching Silver and Green (highest).

Jim Kelly (below), Humanities Research Services Librarian, will expand his responsibilities as gifts librarian to working in the Development & Communications Department. His work will include stewardship of donors, fostering financial support for collections as well as material, reaching out to retired faculty, as well as current faculty and staff, about supporting the library and its various collections and initiatives that are meaningful to their work.

Jane Butynski was promoted to the position of Interlibrary Loan and Document Delivery Specialist from Interlibrary Loan Assistant.

Lorraine James (left), Book Repair Coordinator in Information Resources Management, was named Green Office Program Eco-Leader of the Month. Each month the Green Office Program profiles an Eco-Leader on campus “who is going above and beyond and deserves recognition,” and Lorraine was the first. In an effort to decrease the amount of waste produced in campus offices, the Campus Sustainability Initiative created the Green Office Program. To help the university reach the emissions and waste reduction goals outlined in the Climate Action Plan, this program aims to alter daily office practices. There are 31 offices participating in the program on campus. All nine designated Library offices have reached Bronze certification, with some offices reaching Silver and Green (highest).

Jim Kelly (below), Humanities Research Services Librarian, will expand his responsibilities as gifts librarian to working in the Development & Communications Department. His work will include stewardship of donors, fostering financial support for collections as well as material, reaching out to retired faculty, as well as current faculty and staff, about supporting the library and its various collections and initiatives that are meaningful to their work.

In March, the Libraries hosted a small delegation from Japan. The group learned about the Learning Commons and our support of undergraduate research. The visitors received presentations on services provided by the Learning Commons, Digital Media Lab, Teaching Commons, Digital Consultation Services, student staff training, and Scholarly Communications. They toured the Learning Commons, Teaching Commons, Digital Media Lab, Special Collections, and the Science and Engineering Library. The delegation was impressed with the Libraries’ high level of activity and the collaboration with other campus departments, including the Office of Information Technologies.
...Asia, With Love

Director of Libraries Jay Schafer (left front row, seated) traveled to Asia this past summer to share knowledge and ideas about digital resources with more than 200 university library peers in Kuala Lumpur, Malaysia; Manila, Philippines; and New Delhi, India. In his presentation, Driving the Value of Library Services within an Institution, he highlighted data about the patterns of students, teachers, and researchers accessing digital resources, showing that the majority of people access digital books and journals without visiting the library.

Almost 47% of international students at UMass Amherst enroll in the sciences. “Their experiences in their home countries may not prepare them well—or at all—to effectively use the resources offered by the host institutions’ libraries,” says Maxine Schmidt, Head of the Science and Engineering Library. “Many of these students use the library, but they seldom ask for assistance with their research and they rely heavily on Google.”

Maxine visited libraries in China, Korea and Japan during her sabbatical to gain an understanding of the research culture of these countries, the ways science libraries are used, the kinds of resources they provide for their users, and how science librarians serve their patrons. Her experiences and these relationships will help librarians support the work of international students.

Following a visit to UMass Amherst, a delegation from the Japan Association of Private University Libraries (JASPUL) invited Sarah Hutton, Head of Undergraduate Teaching and Learning Services, to speak at the annual International Library Cooperation Symposium: “Consideration of Learning Support in University Libraries” at Ryukoku University, in Kyoto, Japan. Following the discussion of her manuscript “Supporting the 21st Century Learner: Building the Multimedia Production Center at the University of Massachusetts Amherst,” Sarah had the opportunity to sit on a panel which discussed similar and divergent trends in American and Japanese academic libraries. Sarah also spoke at Ryokoku on current trends in academic librarianship in the U.S., including the ongoing crisis in scholarly publishing, and the relationship between institutional repositories and creative commons licensing and the increasing trend of open and self-publishing.

From Left: Maxine Schmidt, Tsubasa Sasaki, Miyuki Kasai, Maiko Kosaka, Hiroko Suzuki.
Please join Robert S. Cox (pictured), head of UMass Amherst Libraries Department of Special Collections and University Archives, for a special presentation about the “boom years” of the campus. Cox curated the Library’s third exhibit this year in honor of the campus’s Sesquicentennial, “Emergence,” centering on the post-World War II expansion of UMass and its emergence as a fully-fledged research university. This time period is also the focus of the new history book, *UMass Rising* by Katherine Greider (UMass Press 2013). In addition, Cox will discuss the Libraries-wide project to update metadata on more than 10,000 of the campus’s archival images.


Additionally, Cox has published on Quaker “missions” to the Seneca Indians, the history of photography, and the history of sleep. His other activities range from consulting work at the Alaska Native Language Center, serving on several granting committees, keeping cattle, and working with local historical societies and small libraries to describe, care for, and publicize their holdings.

The principles that undergirded “Mass Aggie’s” founding continue to form the basis for UMass Amherst’s mission of preparing young people to make their way in life by stretching boundaries in all disciplines, from the physical and social sciences to the liberal arts. *UMass Rising* looks at the school over the course of its first 150 years and mines that history to reveal not only how these principles have been fostered, but also the whys and whos.

Copies of *UMass Rising* and books by Rob Cox will be available for sale thanks to the University Store. A portion of the proceeds will benefit the UMass Amherst Libraries.

FREE AND OPEN TO THE PUBLIC