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From Dean Bella Karr Gerlich

Trends. More than the latest passing fad, trends are important for any library of the future to identify so that they can see their relevance to libraries and the communities they serve. It's not hard to spot past trends to which libraries have adapted to evolve with the times – providing access to the Internet is one example and making materials and resources available via the World Wide Web is another.

One of our favorite trends at the University Libraries is fandom – a community of people who are passionate about something, whether it's a film, a band, a television show, a book or a sports team.¹ (By the way, we are excited to announce a new member of our fan base – I'll introduce you in a minute.) You might not have heard of fandom, but perhaps you have heard of Trekkies. Potterheads. Twihards. Thronies.² Like the plethora of fandoms in today's pop culture, the Libraries has varied fans it serves as an institution that preserves and provides access to images, "books, video, music, and an increasing array of media."³ And we understand the importance of how our students, faculty, staff and Lubbock community fans are our "partners in promoting literacy, engagement with culture, and media creation."⁴

Through events such as our Q&A panel discussion on Marvel comics, a presentation about ISIS video recruitment and our recent Columbia Shuttle exhibit opening, the Libraries has served both the Texas Tech and Lubbock communities as a center for engaging diverse individuals around a shared culture. We've even put our fandom's spotlight on us and asked them what they passionately like or dislike about the University Library through our Valentine's Day Love/Breakup Letters to the Library. (For the most part, we learned that they love the helpful and nice people who work in the Library, but they don't love some of our furniture. #WoodenChairsHurtAfterHoursofStudying)

I'd like to take this opportunity to introduce you to the University Libraries' newest fan - Development Officer Kim Klotzman. Joining our fandom at the beginning of the New Year, Kim brings 13+ years of Texas Tech Institutional Advancement experience to us from her previous work as director for Corporation and Foundation Relations and as development officer for the College of Visual & Performing Arts. She holds a Bachelor of Business Administration in marketing degree from Texas Tech and a Master's in Educational Administration from Lubbock Christian University. If you haven't yet met Kim, feel free to contact her at kim.klotzman@ttu.edu or at 806.834.5027.



I know she'd love the opportunity to "meet" you.

Another group of Libraries' fans is our two-years-young Texas Tech Friends of the Libraries. This group of passionate people works to strengthen the relationship between the university, our students, alumni, the community and the Libraries through activities that promote knowledge of the University Libraries and through programs that are of interest to the Lubbock community. We'd love for you to join us – for membership levels and more information, please email our Vice President for Membership Sharon Prather at syprather@suddenlink.net. And a special thank you to all our current friends for your continued support of the University Libraries.

I am always seeking opportunities for our fandom to grow. If you have ideas for your library of the future or want to send in your love or breakup letter to the Library, please contact me at bella.k.gerlich@ttu.edu or at 806.834.8190.

#GoLibrary and Wreck 'Em Tech!

Bella Karr Gerlich, Ph.D.
Professor and Dean of Libraries

¹ "The Geek Grandpa: Leonard Nimoy's Pivotal Role in the Rise of Fandom." Lynn Zubernis. Raw Story. March 5, 2015. Available from: bit.ly/2GRPTaH

² "List of Fandom Nicknames." bit.ly/2JCSV3m

³⁻⁴ "Fandom." bit.ly/2vbkajz

Collection Spotlight

ThinkTech Allows Texas Tech Community to Share, Publish Research

The Library provides a resource for the Texas Tech community to publish and archive – online – their scholarly works.

ThinkTech, the institutional repository for Texas Tech, allows scholars to distribute and archive work with no limitations on content or format.

“For scholarship to be truly valuable, it must be shared,” said Camille Thomas, scholarly publishing librarian.

She notes that ThinkTech is intended to complement scholarly publishing rather than replace it, though work placed in ThinkTech is openly accessible and able to be cited by other scholars.

In fact, Thomas said, open access scholarly research is proven to have substantial increases in citation impact - 35 to 300 percent depending on the discipline (Swan A. “Open Access Citation Advantage” Feb. 2010 bit.ly/2EU9EN7). Scholars who share work via ThinkTech promote not only their research, but Texas Tech University as a research institution.

ThinkTech also allows access to materials traditional publications cannot including:

- Video
- Audio
- Images
- Charts/graphs

“Self-archiving is allowed by many publisher policies and is a way to make work open without paying author fees,” Thomas said. “We can also delay the release of items if the publisher policy includes an embargo.

“The world of scholarly publishing is changing rapidly,” she said. “ThinkTech is a digital tool that allows scholars to change with it.” Check out ThinkTech here: bit.ly/2INBHA5

Library Events & Exhibits



Chancellor Emeritus Kent Hance introducing author Janet Neugebauer during the 2017 Literary Lubbock Gala.



Professor Emeritus Paul H. Carlson, Ph.D., presenting "Did Quannah Parker Lie?" to the Texas Tech Friends of the Libraries.



3D printed objects that have been printed in the Library's Makerspace on display in the Croslin Room. Students have access to the Makerspace's 3D printers, 3D Doodler Pens and 3D scanners for class projects or for personal use.



Retired NASA astronaut, Col. Steven Lindsey, speaking during the exhibit opening of Columbia: 15 Years After. The exhibit is open through June at the Silent Wings Museum in Lubbock, Texas.



The book discussion series over the award-winning “The Immortal Life of Henrietta Lacks” by Rebecca Skloot was highlighted by a presentation from Professor aretha marbley from the College of Education.



Members of both the Lubbock and Texas Tech community gaze toward the solar eclipse at the “Great American Eclipse Watch Party” hosted by TTU STEM Core and the University Library.

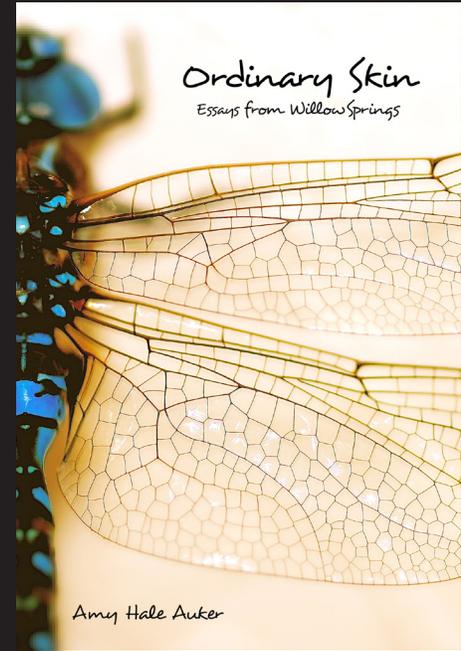
Texas Tech University Press

The Texas Tech University Press, located at 1120 Main St. in Lubbock, Texas, publishes 25 to 30 new books each year and is pleased to offer titles such as “A Clamor for Equality: Emergence and Exile of California Activist Francisco P. Ramirez.” As one reviewer raved, “Paul Bryan Gray’s criminally overlooked ‘A Clamor for Equality’ (published in 2012) tells the story of this trilingual teenage journalism prodigy, who editorialized against police brutality, vote-selling and lynching. Since devouring Gray’s richly researched biography, I’ve spent three months teaching, translating and even writing fiction about this lost hero.” –David Kipen, Los Angeles Times

Another offering, “Equal Opportunity Hero: T.J. Patterson’s Service to West Texas” by Phil Price successfully launched in December. Upcoming spring releases include “Baugh to Brady: The Evolution of the Forward Pass” by Lew Freedman; “Flood on the Tracks: Living, Dying and the Nature of Disaster in the Elkhorn River Basin” by Todd M. Kerstetter; and “Lamar’s Folly: A Novel” by Jeffrey Stuart Kerr.

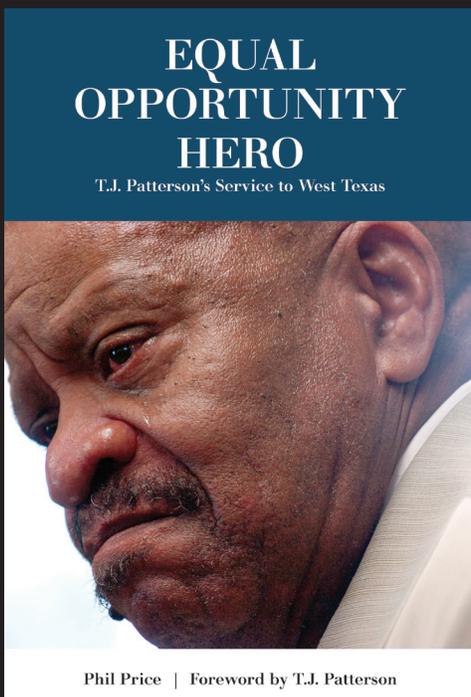
Texas Tech University Press earned two honors from

True West Magazine in 2017: shared title of Best Western History University Press, and Best of the West in Best Western Essays and Short Stories for “Ordinary Skin: Essays from Willow Springs” by Amy Hale Auker.



In addition to books, the University Press offers merchandise including a 2018 calendar (\$10 each) featuring historic images from the University Archives at the Southwest Collection/Special Collections Library. Also available are sets of 12 note cards (\$14.95 per box) featuring Texas Tech historic photos and regional historic photos, as well as historic black and white 8x10 prints suitable for framing (\$7.95 each).

Visit www.ttupress.org to see the full catalog listing of books and items available for purchase. Visit the University Press from 8 a.m. to 5 p.m. Monday through Friday or during the First Friday Art Trail held from 6 p.m. to 9 p.m. the first Friday of each month to view and purchase items. Items also may be purchased by calling TTUP Customer Service at 806.742.2982 or 800.832.4042, or by emailing ttup@ttu.edu. Many items also are available for purchase in the University Library on the Texas Tech campus.



Open Textbook Network

By Katie Galbraith

Texas Tech University Libraries recently joined the Open Textbook Network (OTN) to encourage the use of open education materials and as part of the initiative to help lower text book costs. According to SPARC* - the global coalition committed to making Open the default for research and education - open education encompasses resources, tools and practices that are free of legal, financial and technical barriers and can be fully used, shared and adapted in the digital environment... (maximizing) the power of the Internet to make education more affordable, accessible and effective (sparcopen.org/open-education). The Open Textbook Network already consists of more than 500 members, including Big 12 schools such as West Virginia University and Oklahoma University. The textbooks have been reviewed by faculty from a variety of colleges and universities to assess their quality and can be downloaded at no cost or printed at low cost.

The University Library hopes the OTN will be the solution to the textbook cost problem for Texas Tech students because “by adopting textbooks from the OTN for their courses, faculty can have a direct impact on offsetting the cost of textbooks for their students,” said Dean of University Libraries Bella Gerlich, Ph.D. Wakefield Research’s survey of students shows 85 percent of new college or university students had not purchased college textbooks by the first day of class or decided not to buy the textbooks at all. According to the study, about 91 percent of students who did not purchase the materials cited costs as the issue and half of those students admitted that their grades went down because they did not have the necessary materials.

“The Libraries had great engagement in our Open Textbook Network workshop and Open Education Week activities,” said Camille Thomas, scholarly publishing librarian. “We have identified many instructors who are interested in or already using open textbooks. We are



Michelle Reed, open education resource librarian from the University of Texas at Arlington, speaking to Texas Tech University faculty and staff about the Open Textbook Network, an initiative to lower textbook cost for students.

also working with student government, the bookstore and others on campus to improve access to materials and student success at Tech.” Training for all faculty on the use of the OTN began in February.

To encourage faculty to participate, the Libraries also introduced a new award to recognize those who have made their research open or used open education materials in their courses. The award is intended to assist faculty while demonstrating the impact of their work. One award winner currently using open education materials in his classroom is D. Gilson, assistant professor in the Department of English. “As a creative writing professor, I regularly use open education resources in my classroom in the form of online journals, literary databases (such as poetryfoundation.org) and open access anthologies,” said Gilson, adding the benefit it will have on his and all Texas Tech students “is that (OTN) is one of the best ways we can target and assist at-risk populations.”

Ultimately, Texas Tech University and the University Libraries are working together to provide students with the resources they need. From Here, It’s Possible.

For more information on Open Education Resources, visit the guide at bit.ly/OERGuideatTTULib.

Achievements

Grants

- Dean of Libraries Bella Gerlich, Ph.D., and Interim Director for the University Press Joanna Conrad received a \$38,975 grant from The CH Foundation for publication of the book, “Opus in Brick and Stone: The Architectural and Planning Heritage of Texas Tech University.”
- Associate Librarian Ryan Litsey, et al, received a \$17,255 grant from The CH Foundation for a classroom set of oculus rift 3D goggles and software for use in Geosciences and public service.
- Associate Librarian Ryan Litsey, et al, received a \$74,406 grant from the Texas State Library and Archives Commission for a 3D interlibrary loan system.
- Librarian Jack Becker received grants from the Humanities Center of Texas Tech: \$650 to host the group book read for “Hillbilly Elegy: A Memoir of a Family and Culture in Crisis;” and \$950 to host the group book read for “My Life in France” by Julia Child.

Publications

- Andy Wilkinson, director for the SWC/SCL, published “Storyline,” a poetry book (Dry Crik Press, 2017).
- Associate Archivist Lynn Whitfield and Librarian Rob Weiner published “Python Beyond Python: Critical Engagements with Culture” (Palgrave Macmillan, 2017).
- Brian Quinn, librarian, published his article “The Potential of Mindfulness in Managing Emotions in Libraries” in Advances in Library Administration and Organization: Emotion in the Library Workplace (2017).
- Associate Librarians Joy Perrin and Shelley Barba co-edited their book “The Ascendance of Harley Quinn: Essays on DC’s Enigmatic Villain” (McFarland, 2017).
- Associate Librarians Joy Perrin and Shelley Barba and Librarian Christopher Starcher published their book chapter, The Theory was Sound: A Case Study in the Lifecycle of a Library Streaming Sound Collection, in the book “Organization, Representation and Description through the Digital Age (Current Topics in Library and Information Practice” (De Gruyter Saur, 2018).
- Associate Librarian Joy Perrin and Assistant Librarian Heidi Winkler published their article, HathiTrust and Local Digital Stewardship: A Case Study in How Massive Digital Libraries Affect Local Digital Resources Decisions, in the International Journal of Librarianship (Chinese American Librarians Association, 2017).
- Associate Librarian Joy Perrin and Lead Administrator published their article, Administration and Cross-Functional Teams in Libraries: A Case Study in Failures and Solutions, in the Library Management journal (2017).
- Diane Warner, librarian for the SWC/SCL, published Barry Lopez, a biographical essay, in “Key Thinkers on the Environment” (Routledge, 2017).
- Jack Becker, librarian, published three chapters, The Coronado Campsite in Blanco Canyon, Isham Tubbs, and The Rise and Fall of Three Way School in the book “The Hidden History of the Llano Estacado” (The History Press, 2017).
- Jayne Sappington, associate librarian, published her article Assessment of the Intellectual Capital of Library and Information Professionals” in the Proceedings of the Association for Information Science & Technology Annual Meeting (2017).
- Ryan Litsey, associate librarian, published his book “Resources Anytime, Anywhere: How Interlibrary Loan Becomes Resource Sharing” (Chandos Publishing, 2017); a book chapter Visualizing Inter-Library Loan Data with OBILLSK in “Data Visualization: A Guide to Visual Storytelling for Librarians” (Rowman and Littlefield Press, 2016); an article with Senior IT Support Technician Weston Mauldin, Knowing What The Patron Wants: Using Predictive Analytics to Transform Library Decision Making in the Journal of Academic Librarianship; and an article with Section Coordinator Katie DeVet, Special Delivery: Using Ipads and Campus Wi-Fi to Enhance an Existing Campus Document Delivery Service in the Journal of Interlibrary Loan, Document Delivery & Electronic Reserve.
- Sheila Hoover, associate dean of Libraries, published Burning Man Values Examined: Gratitude as a Cultural Driven and Value-Based Organizational Mainstay, an article, in the Journal of Value-Based Leadership (Valparaiso University’s College of Business, 2017).

Presentations

- Andy Wilkinson, director for the SWC/SCL, gave the keynote address for the 2017 National Cowboy Poetry Gathering in Elko, NV; presented Unraveling the Knots of West Texas Music – Lubbock Style at the 2017 West Texas Historical Association Annual Meeting in Lubbock, TX; and chaired the session Bringing Legacy Oral Histories into the 21st Century: Lessons Learned from Digital Migration at the 2017 Texas Oral History Association Conference in Lubbock, TX.
- Assistant Academic Dean Carrye Syma, Librarian Donell Callender and Librarian Laura Heinz presented “Women Encouraging Women: Collegial Support Triangle” at the 2017 Texas Women in Higher Education Annual Conference in San Marcos, TX.
- Associate Librarians Kimberly Vardeman and Shelley Barba presented Asserting Your Worth: Imposter Phenomenon and Library Wages at the 2017 Texas Library Association’s Annual Conference in the Latino Caucus Round.
- Associate Librarian Ryan Litsey, Sr IT Support Tech Weston Mauldin, and Programmer/Analyst Scott Luker presented “We Know What You Want: Using OBILLSK to Predict Interlibrary Loan Requests” at the Proceedings of the 2016 Library Assessment Conference in Washington, D.C.
- Brian Quinn, librarian, gave the panel presentation “From Makerspace to Mind Spa: Transforming Academic Libraries into Centers for Wellness, Relaxation, and Contemplation” at the 2017 Association of College & Research Libraries Conference in Baltimore, MD, and “Never Judge a Journal by Its Cover: Predatory Publishing and the Dance of Cybereducation” at the 2017 Texas Library Association Annual Conference in San Antonio, TX.
- Elissa Stroman, unit manager, presented her papers Seeing the History through Immense Metadata: Assessing and Processing Large Oral History Collections at the 2017 Annual Meeting of the Oral History Association in Minneapolis, MN; Building an Oral History Site from Scratch: Mediawiki as the DIY CMS as a panelist with Assistant Librarian Matthew McEniry and Unit Manager Robert Weaver at the 2017 Society for Southwest Archivists in Fayetteville, AK; and Further Steps for Online Accessibility: The Wiki Experiment at the 2017 Texas Oral History Association Conference in Lubbock, TX.
- Innocent Awasom, associate librarian presented Ethics and Soft Skills for the Emerging Scientist: Intellectual Property and Copyright in the Mix at the 2017 Annual Cameroon Bioscience Conference at the University of Buea Cameroon; Best of Both Worlds: Chemists as Feral Librarians or Chemical Information Specialist at the 2017 American Chemical Society Southern Regional Meeting in Lubbock, TX; Peace from the Lens of Ecumenism and Interfaith Dialogue in the City of Lubbock at the 2017 International Diversity by Design Symposium at the Ontario Trillium Foundation and University of Toronto iSchool; and Marketing and Outreach Efforts in Libraries and its Impact on STEM Scholarship at the 2017 Annual Southern Regional STEM Librarians’ Conference in Waco, TX.
- Jayne Sappington, associate librarian, presented “A Qualitative and Quantitative Assessment of the Intellectual Capital of Library and Information Science Professionals” at the 13th International Conference on Intellectual Capital, Knowledge Management and Organizational Learning Proceedings in 2016.
- Katelin Dixon, curator, presented Transcription Workflows and Expanding Your Web Presence at the 2017 Texas Oral History Association Conference in Lubbock, TX.
- Lynn Whitfield, associate archivist, participated in the lightning round Reaching Out to the Community: I Did It, So Can You at the 2017 Society of Southwest Archivists Annual Meeting in Fayetteville, AR, and also chaired the Unraveling the Knots of West Texas Music – Lubbock Style session at the 2017 West Texas Historical Association Annual Meeting in Lubbock, TX.
- Assistant Librarian Rob King and Associate Archivist Lynn Whitfield presented Women’s History & Equity as Seen Through Texas Tech at the 2017 Annual Conference on the Advancement of Women in Lubbock, TX.

Awards

- Andy Wilkinson, director for the SWC/SCL and singer-songwriter-poet-playwright, received the 2018 William Kerns Award for the Performing and Visual Arts.
- Bruce Cammack, associate librarian, received a 2016 Alumni College Fellowship to support his research on Elliott Roosevelt.
- Lynn Whitfield, associate archivist, received a \$3,000 research stipend as one of 12 faculty selected for the 2018 Alumni College Fellows.
- Rob Weiner, librarian, received the 2017-2018 Texas Tech President’s Excellence in Teaching Award.

YOU asked. WE delivered.

Here's what we did in 2017!

- We added **27** new group study rooms in September. Students made more than **6,200** room reservations during Fall 2017.
- We also opened Library Lab 150 and the TLPDC lobby for study during evening and overnight hours.

"It would be great if y'all had white boards everywhere."

- We now offer **10** rolling whiteboards available for checkout.
- We installed **18** interactive, online whiteboards in study rooms.

"I wish there were more study rooms for groups."

- We relocated **2** printing stations to new areas — one in the Library basement and one on the ground floor near the entrance and service desk. We added **2** color printers on the ground floor.
- Libraries' IT is collaborating with the campus IT Division to review the campus printing solution. Patrons printed more than **1.1 million** pages at the Library's WEPA stations.

"Need more color printers."

"I wish that printing was easier."

"I feel the website could use a rework to make it more user friendly."

- We launched a redesigned website in August. The new website makes it easier to find most-used services, tools and information right from the homepage.
- The updated design is consistent with university webpages and is mobile-friendly. We're continuing to gather feedback and make improvements. The new website received more than **500,000** views (**538,522**) during Fall 2017.

- We posted signs about quiet study areas around the building. Staff are monitoring noise levels and responding when complaints are made.
- We handed out more than **200** pairs of earplugs during fall semester finals. #NoDecibelDrama

"It is hard for me to find a quiet space to study or do homework."

You rated "modern equipment that lets me easily access needed information" as a most-desired need.

- We replaced computers on the ground floor and upgraded PCs to Windows 10. Laptop checkouts topped **9,500** in 2017.

DONORS made a difference

Study room renovations and whiteboard installations were made possible by the Coach Bob Knight Basketball Library Fund.

These projects were recently funded by generous donations to the Libraries:

- **\$6,000** for SMART kapp 42" Interactive Whiteboards*
- **\$4,325** for cell phone charging stations*
- **\$2,500** for Digital Media Studio equipment*
- **\$40,663** for anatomy models
- Digital Media Studio checkouts totaled **247,420** in 2017. That's a lot of cameras, tripods and projectors!
- Anatomy models and skeletons were checked out more than **6,400** times.

*Special thanks to Todd and Linda Smith for these donations, plus **\$10,000** for anatomy models, in honor of their daughter Shannon Smith, Rawls College of Business class of 2010.

We'd like to hear from you!

Your feedback is important to us and impacts decisions we make about Library services, spaces and resources. Please send your comments and suggestions to libraries.ux@ttu.edu.

More improvements planned

- Consulting architects presented a multi-phase renovation proposal to enhance the Library building with infrastructure improvements, additional seating, new furniture and a five-story addition.
- We've consolidated collections and are clearing shelving in the basement to free up additional space.
- The OneSearch discovery and search tool will offer a new feature that recommends databases and resources that might interest you.
- We're enhancing our website's homepage to make it easier to navigate and more mobile-friendly.

Participate!

Your opinion matters. Thank you for your involvement.

Survey responses: **3,934**
Space assessment participants: **732**
Website usability and A/B testers: **138**
Library Student Advisory Board members: **25**

As a thank you, we gave away:

\$600 in gift cards
an **iPad mini**
and **37 pizzas!**



Texas Tech University Libraries

Author:	Through Fall 2018
Title:	Happenings
Date	Issued To:
APRIL - JUNE	Exhibit "From Here, It's Possible: West Texas Goes to the Stars" - at Southwest Collection / Special Collections Library
APRIL - MAY	Exhibit "Makerspace 3D Creations" - at University Library
MAY - JULY	Exhibit "Women Who Shaped Texas Tech" - at Southwest Collection / Special Collections Library
JUNE - AUGUST	Exhibit "Bill Griggs and 1950s Rock 'n' Roll" - at Southwest Collection / Special Collections Library
JUNE 14	"Cocktails that Give Back" - a Texas Tech Friends of the Libraries sponsored event at 5:30 p.m. on the West side of the Texas Tech Club, featuring Guest Celebrity Bartender Bart Reagor
SEPTEMBER - OCTOBER	Exhibit "Buddy Holly's Birthday" - at Southwest Collection / Special Collections Library
NOVEMBER 1	"A Night with Authors: A Literary Lubbock Event" hosted by the Texas Tech Friends of the Libraries 6:30 p.m. at the McKenzie-Merket Alumni Center

For a complete list of upcoming events, visit bit.ly/LibrariesEventCalendar

Join the Texas Tech Friends of the Libraries - for membership levels and more information, please email Vice President for Membership Sharon Prather at syprather@suddenlink.net.
 @TTUFriendsoftheLibraries.

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