

2014

## 2014 ACRL Excellence in Academic Libraries Award Application

Robert E. Kennedy Library

*California Polytechnic State University - San Luis Obispo*

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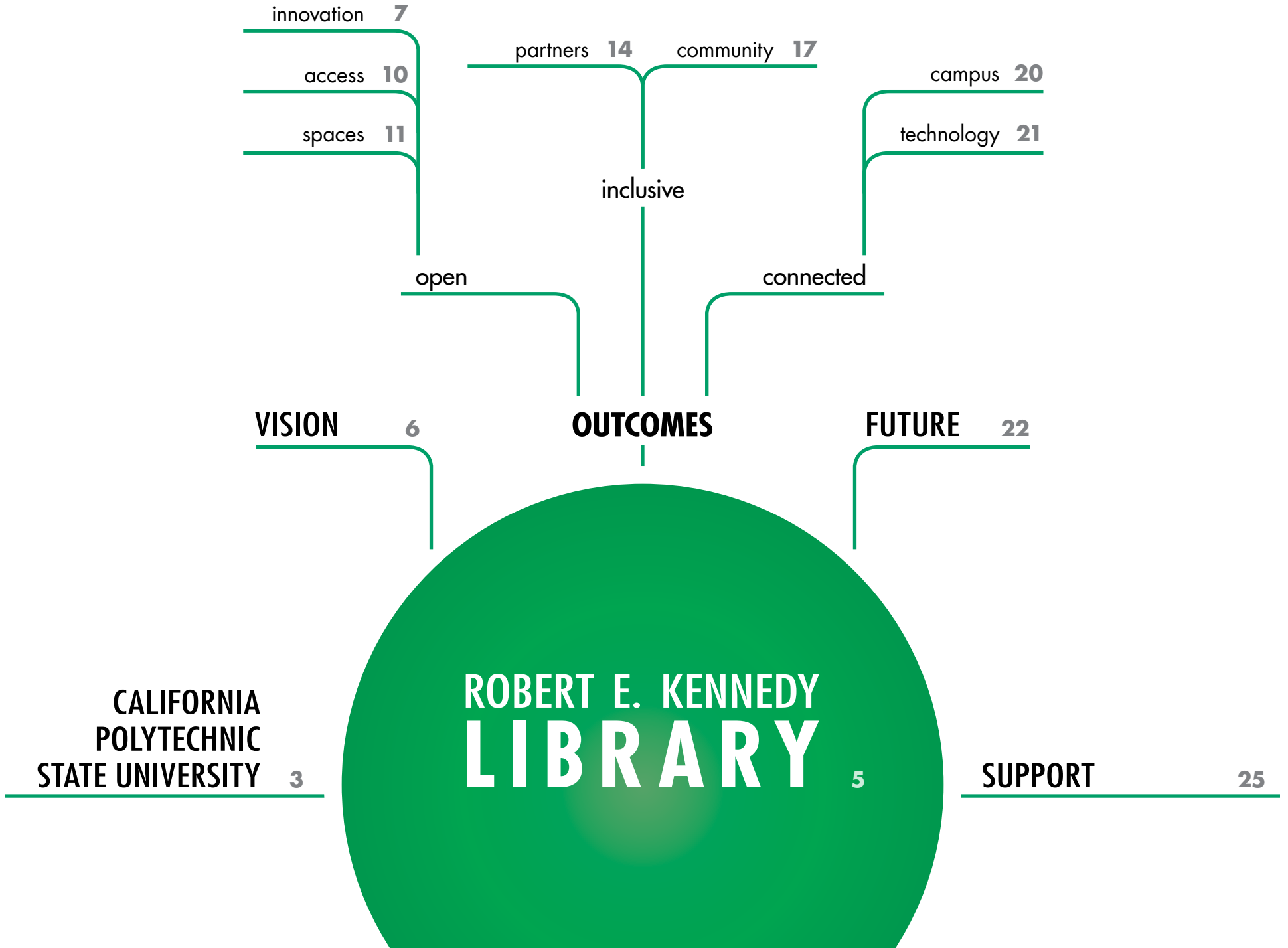


# Robert E. Kennedy Library

Open, Inclusive, Connected

CAL POLY

SAN LUIS OBISPO







# Cal Poly State University San Luis Obispo

## Mission

Cal Poly fosters teaching, scholarship, and service in a Learn by Doing environment in which students, staff, and faculty are partners in discovery. As a polytechnic university, Cal Poly promotes the application of theory to practice. As a comprehensive institution, Cal Poly provides a balanced education in the arts, sciences, and technology, while encouraging cross-disciplinary and co-curricular experiences. As an academic community, Cal Poly values free inquiry, cultural and intellectual diversity, mutual respect, civic engagement, and social and environmental responsibility.

## Vision

Cal Poly will be the nation's premier comprehensive polytechnic university, an innovative institution that develops and inspires whole-system thinkers to serve California and to help solve global challenges.



# University Learning Objectives

1. Think critically and creatively.
2. Communicate effectively.
3. Demonstrate expertise in a scholarly discipline and understand that discipline in relation to the larger world of the arts, sciences, and technology.
4. Work productively as individuals and in groups.
5. Use knowledge and skills to make a positive contribution to society.
6. Make reasoned decisions based on an understanding of ethics, a respect for diversity, and an awareness of issues related to sustainability.
7. Engage in lifelong learning.



## Cal Poly Facts

<b>Full name:</b>	California Polytechnic State University
<b>Referred to as:</b>	Cal Poly
<b>Location:</b>	San Luis Obispo
<b>Affiliation:</b>	Part of the 23-campus California State University system
<b>Emphasis:</b>	Comprehensive undergraduate education, combining technical and professional curricula with the arts and humanities
<b>Guiding philosophy:</b>	Learn by Doing
<b>President:</b>	Jeffrey D. Armstrong
<b>Student body:</b>	19,554 (Fall 2012)
<b>Faculty:</b>	1,678 including part-time (Fall 2012)
<b>Staff:</b>	1,394 including part-time, hourly and management (Fall 2012)
<b>Main Campus:</b>	1,321 acres, of which 155 are the campus core
<b>Programs offered:</b>	64 bachelor's, 31 master's, one doctorate of education in association with UC Santa Barbara 68 minors, 14 credentials
<b>Total bachelor's degrees:</b>	108,975 (1942–2012)
<b>Total master's degrees:</b>	9,995 (1951–2012)
<b>Terms:</b>	Four 11-week quarters per year



# Robert E. Kennedy Library

## About us

Kennedy Library exemplifies Cal Poly's commitment to Learn by Doing. Hands-on, problem-based, high-impact experience is at the core of Cal Poly's identity, and the library embraces this mission not only for the students and faculty it serves, but also for itself.

Our open, inclusive and connected culture means that we are always innovating to meet the needs of our campus community in both traditional and unexpected ways.

A strategic plan introduced in 2008 put people at the heart of everything we do. This means listening closely, being responsive, and finding ways to make things work when resources may be scarce.

# Vision

Because people are at the heart of our vision, we aspire to:

1. Become a nationally recognized university library known for our excellence in delivering value through academically inspired innovation.
2. Exceed the expectations of Cal Poly students and scholars through our exemplary services and resources.
3. Advance the exchange of ideas at Cal Poly, fostering a community of scholars that reaches across the professions and disciplines and around the globe.

Because scholarship, communication, and learning are empowered and enhanced by digital systems and applications, and by access to digital content, we aspire to:

4. Develop an integrated program of digital services across all areas of the library's mission,
5. Leverage shared and collaborative digital infrastructure to sustain and enhance digital learning and scholarship, and
6. Prioritize digital strategies and projects based on the unique strengths and needs of the Cal Poly community.

Like the faculty and students at the campus we serve, we are truly partners in discovery as we solve problems together in creative ways. We have fewer staff and librarians per FTE student than any of our California State University peers, and fewer than most equivalent universities across the U.S.

Our staff and faculty are encouraged to innovate to support Cal Poly.  
**And we do.**



About Kennedy Library:

*"There they are again, surprising me."*

Kathleen Enz Finken  
Provost & Executive Vice President



# Open: Innovation

*Students are our creative and innovative partners in discovery.*

Like Cal Poly, we apply theory to practice. Higher education is changing, and so are libraries. That means we innovate to inform our future.

## Meet the LibRATs.

Our college librarians have significant teaching loads. With the growing demand for instruction and research consultations, we began to question whether it was effective to assign librarians to traditional in-person and chat-based general reference assistance schedules. As an experiment, we began to train students to provide research assistance.

LibRATs, or Library Research Assistance Technicians, are highly trained students who provide instruction and help other students with research.

Meet them in a video:

[bit.ly/cplib-librats](http://bit.ly/cplib-librats)

LibRATs started working at the Research Help Desk and quickly proved highly adept and effective in their role both in-person and on chat. Because of them, we were able to provide a higher level of service at all times, including evenings and weekends.

As hoped, LibRATs freed librarians to focus on instruction and other initiatives. They also improved our reference service. Perhaps most importantly, this innovative peer reference model leveraged peer dynamics to hone the skills of digital natives.

*"The session(s) helped my students find quality papers. The session(s) improved the quality of my students' papers."  
Scale: 4.2/5 (Fall 2012)*

LibRATs were so successful in reference that we began to train them to lead General Education information literacy sessions, which enabled great growth.

Growth in number of GE sessions:

AY/09–10 = 64

AY/10–11 = 89

AY/11–12 = 140

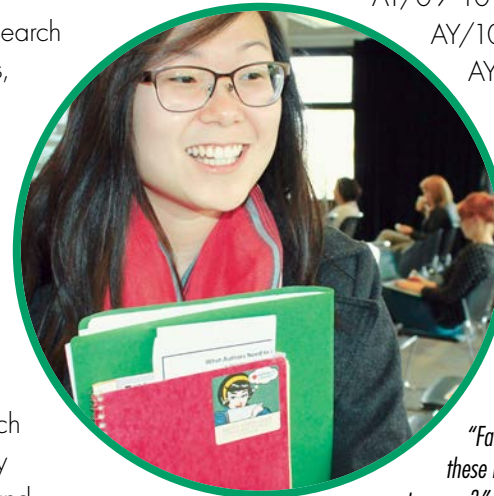
AY/12–13 = 185

*"Would you recommend that all Cal Poly students attend library instruction sessions?" Students:  
Yes! 92.86% in spring 2011 & 97.85% in spring 2012*

*"Faculty, would you recommend these library instruction sessions to peers?"*

*Faculty: Yes! 100% in fall 2012*

In addition, LibRATs promoted the Research Help Desk.





An Information Skills survey in spring 2012 showed that students who attended instruction sessions used reference services more often, whether via the desk, chat, or librarian consultation.

The librarian responsible for coordinating the LibRAT and GE instruction programs presented a contributed paper at ACRL 2013 to a full house. A forthcoming article in *C&RL* explores the theory of peer learning dynamics and its application to academic libraries.

Queries of interest from other academic libraries and 600+ views of a Libguide outlining the program, show that the LibRAT program is one other libraries can emulate. Already, librarians at Cal Poly Pomona have started a student reference team, LibSTARS.

Finally, several of our LibRATS have gone on to graduate school for library science, to continue innovating in their own ways. ACRL conference paper (PDF): [bit.ly/cplib-basicIL](http://bit.ly/cplib-basicIL)

## STUDENT LIBRARY ADVISORY COUNCIL.

Student input is critical to our ability to meet student needs. In January 2010, we formed the Student Library Advisory Council (SLAC) with twelve students who represent diverse perspectives from across campus.

*The library is not only a great place to do your independent study, but also a place that creates many opportunities to facilitate group collaboration. — SLAC Survey, 2012*

Chaired by students, SLAC meets weekly. Library faculty and administrators serve as advisors, helping students develop agendas and share updates. SLAC is a valued think tank, providing us with feedback on programs, computing interfaces, facilities, communication and policies.

### They are also library ambassadors on campus.

SLAC members meet with donors and liaise with other student organizations, including student government and student advisory committees on housing and computing. One of SLAC's most important contributions is the annual development and analysis of a survey. In the three years the survey has been conducted, SLAC has enjoyed a high response rate (693 in winter 2013). These responses play a critical role in shaping library priorities and programs.

## SUPPORTING INTELLECTUAL DIVERSITY AT CAL POLY.

A 2010 study of interlibrary services made us look holistically at how we



*“Kennedy Library is filled with hard-working, focused students. When I sit down, I feel surrounded by the positive energy of hundreds of brilliant minds collaboratively working.”*

SLAC survey, 2013 [bit.ly/cplib-survey13](http://bit.ly/cplib-survey13)



## Through the Rapid California pod, we:

- Reduced fees.
- Grew the Rapid ILL network.
- Decreased fulfillment from several days to an average of just over 12 hours.
- Increased borrowing and lending by nearly 50%.

can best provide access to information. Anticipating curricular growth and declining buying power, we decided to join forces to meet the needs of our faculty and students. We initiated a Rapid California pod within the Rapid ILL network.

In 2011, beginning with fifteen university libraries from across the state, including five private and ten CSU libraries, the Rapid California pod now has 22 members.

*"I continue to be amazed at the ILL folks' efficiency. Between the time that I submitted a request for an article this morning AND received it, I scarcely had time for a cup of coffee!" — Professor Tom Trice, History*

Together, we provide:

1. Faster access to quality information.
2. Information access that rivals major research universities.
3. Managed costs.

**We're also at the cutting edge of making data-informed decisions about major journal package renewals.**

A librarian who was deeply involved in Research Libraries of the UK (RLUK), who designed the spreadsheet that allows libraries to analyze the value of publisher journal packages, joined Kennedy Library in 2011.

We began using the UK-based RLUK analysis of the relative costs of licensing

vs. borrowing journal articles, by learning how the tool worked and then adapting it to the U.S. licensing, borrowing, and copyright environment. The tool looked at publisher cost, use of titles, and alternative access through interlibrary lending for each publisher.

Bringing these three data points together gave librarians a way to understand and predict the future costs of retaining or canceling package deals, enabling us to conduct scenario planning and strengthen our negotiation position.

**We shared our adapted tool with the University of California and California State University.**

In 2013 we began to modify the original analytical tool. In a departure from current package evaluation models, we are able to look at package value in the context of other publisher packages.

Our holistic approach to providing access to information also led to reorganizing and expanding our Information Resources department to include all forms of information access and resource sharing: patron-initiated acquisitions, shared print archives (Western Regional Storage Trust), and interlibrary borrowing and lending.



# Open: Access

*Creating a community of Cal Poly scholars.*

We are committed to open culture and building an open knowledge community that supports Cal Poly's mission to make everyone partners in discovery.

This commitment began in 2008 with the launch of Cal Poly's institutional repository, DigitalCommons@CalPoly. This repository promotes discovery, research, and cross-disciplinary collaboration by collecting, preserving and providing open access to scholarly work created at Cal Poly by students and faculty. It hosts senior projects, graduate theses and faculty research as well as administrative and campus documentation.

Through marketing and outreach we explained the value of DigitalCommons@CalPoly and reached 100,000 downloads by 2010.

**4,000,000+ downloads by fall 2013.**

We also digitized access to Cal Poly's yearbook, El Rodeo, and Academic Senate documents.

In 2012–2013 we expanded our digital scholarship services beyond DigitalCommons@CalPoly, to support campus initiatives in digital publishing, scholarship, communications and data curation. We now also have an endowed Digital Scholarship Services student assistant.

## CREATIVITY AND INNOVATION IN MEETING STUDENT NEEDS.

Another giant step towards mainstreaming open content at Cal Poly is our establishment of a new position: Open Education Fellow. We developed the position as a response to student demand for affordable learning materials and the CSU-wide Affordable Learning Initiative.

**Our new Open Education Fellow is one of the first of its kind in the nation.**

In addition to working closely with the Center for Teaching and Learning Technology and the School of Education, the fellow will steward a new program providing access to textbooks through our newly launched initiative, OATS (Open Access to Textbooks for Students).

Our Open Education Fellow will investigate how Cal Poly can:

1. Integrate open resources into the curriculum.
2. Support faculty in creating open education content.
3. Reduce the cost of textbooks for students.

# Open: Spaces

*Encouraging cross-disciplinary  
and co-curricular experiences.*

Our students tell us they need space to collaborate, study, and work, so we continue to transform our spaces. Our transformation has had not only social and cultural benefits, but practical ones.

**We are open more than any library in the California State University system.**

In addition to extending our hours we have created expansive 24-hour study space, two separate study rooms for our small but important cohort of graduate students, and a wide variety of quiet and group study areas.

*"My favorite thing is the ability to use the collaboration rooms to meet with classmates. The whiteboards are nice and the rooms are just a really convenient place to meet."*  
— SLAC survey, 2012

In 2008 we transformed the second floor into an expansive Learning Commons, with collaborative group study rooms that the students named "fishbowls," soft furniture and Julian's Patisserie. The fishbowls have transparent walls that students use for writing formulas, messages and other notes.

*"The café atmosphere on the second floor provides a very warm, positive study experience."* — SLAC survey, 2012

Since 2009 we have collaborated with a business professor who teaches an advanced marketing class. The class takes on the library as a client, with

students acting in groups to conduct market research and recommend tactics in formal presentations to our administration.

A few outcomes from this class collaboration include a warmer color palette and a photography project that featured large-format, framed photographs by library faculty, staff and students throughout the building. Now, thanks to SLAC, this project includes a photography competition open to students across campus.

In the 2010 SLAC Survey we were surprised to find that improving the library's atrium was the highest priority.

In response, we partnered with landscapers from facilities to expand the hardscape, plant new greenery, install a fountain, and purchase colorful new outdoor furniture. Thanks to a private donor, the space was transformed from a dead space to a highly used one that is now often sought after for special campus events.

Time-lapse video of the atrium's transformation:  
[bit.ly/cplib-atrrium](http://bit.ly/cplib-atrrium)





In the spirit of being open, we've turned walls into windows for expanded visibility and to reveal the full range of our resources. We turned corridor walls into welcoming storefront windows with soft couches and attractive signage. We replaced solid wooden doors to Special Collections and Archives with glass doors.

**We've also partnered with faculty to share their creative work.**

1. **"Reflection"** – A digitally fabricated sculptural installation with LED lights in the grand staircase by Clare Olsen, Assistant Professor, Architecture  
[bit.ly/cplib-reflection](http://bit.ly/cplib-reflection)
2. **"Cielo"** – Planned acoustic ceiling installation inspired by clouds by Jeff Ponitz, Assistant Professor, Architecture  
[bit.ly/cplib-cielo](http://bit.ly/cplib-cielo)

## **PRIORITIZING DIGITAL STRATEGIES AND PROJECTS.**

Data literacy, discovery and reuse are growing in importance across an array of disciplines. In summer 2011, we cleared a large room housing microforms and maps to repurpose it to support data literacy skills.

Our new Data Studio provides collaborative workspace, peer-to-peer tutoring in GIS and statistics (the latter assigned by the Statistics Department), and a forum for informal gatherings on data-related topics. The Data Studio is a model other university libraries can emulate.

**10% of total reference questions were related to technical datasets and GIS resources in 2012-13.**

The Data Studio is an open space for building community around common issues related to data management, data analysis, data sharing and data visualization in any discipline. During Data Studio Open House students showcase their work.

The space is also a site for the GIS and data communities in the region and on campus.

The Data Studio Presents is an informal series in the space, which over the last year hosted five guest speakers on topics including GIS, data management, and the emerging role of libraries in these fields.

We document and share Data Studio Presents as a podcast series: [bit.ly/cplib-datastudio](http://bit.ly/cplib-datastudio)



## *Creating learning experiences*

- Nearly 90% of surveyed students visit the library at least once a week.
- Use has climbed 11% since October 2012.
- 45,000+ visits are counted every week.
- Added 300+ seats, including 110 outdoors.



*"The significant contributions by the library's staff and leadership make it an excellent resource for our students and the entire campus community."*

Kathleen Enz Finken  
Provost & Executive Vice President

## WORKING TOGETHER TO SUPPORT CAL POLY.

One partner, the Center for Teaching, Learning, and Technology (CTLT) was in need of a new home this year, placing faculty development at the heart of the library's learning-centered programs.

Providing space for CTLT required 5,000 new square feet. In a popular place already challenged to provide adequate seating, and with future goals to expand Special Collections and Archives, this was a big challenge.

Goals:

1. Retain and, if possible, expand student seating.
2. Refresh print collections.
3. Complete the project between April and September, 2013.
4. Honor the unique strengths and capacities of everyone involved.

Accomplishing this massive and complex task in such a short amount of time required collaboration from nearly every library department: circulation staff, library selectors and faculty liaisons, collection development analysts, technology and facilities experts, catalogers, budget analysts, student assistants, communications and web teams and administrators.

In a mere four months we deselected and de-accessioned over 50,000 monographs and bound periodicals (including 31,000 aging books); moved over a third of our entire print collection (more than 200,000 volumes); relocated multiple staff offices; and redesigned all building maps and signage.

Read more: [bit.ly/cplib-shift](http://bit.ly/cplib-shift)

**Most notably, this challenging project brought everyone together to find a way to meet the needs of our academic community.**



# Inclusive: Partnerships

*Exceeding expectations through  
services and resources.*

Our partners:

- Academic Skills Center
- Cal Poly Print & Copy
- Center for Teaching, Learning and Technology
- Julian's Patisserie
- Research Scholars in Residence
- Student Ombuds
- SUSTAIN-SLO
- University Honors Program

*"It's a blast to work with people that have such open  
minds and enthusiasm."*

*Professor Linda Vanasupa,  
College of Engineering, SUSTAIN-SLO*

**Summer Institute (SI)** is an annual three-week experience for first generation students at Cal Poly that we support through instruction. We invited alums to join us on our Kennedy Inclusive Culture Committee and now, thanks to the collaboration, we've opened staff space on evenings and weekends to support SI study sessions. We've also hired an SI student as a liaison and asked her to organize informal academic support events.

**The University Rhetoric and Writing Center** is located in a separate building and has limited open hours. We offered to host after hours writing drop-in assistance. In the first year, more than 600 students used the service

We partner with the **University Store** by providing them with historical images from the University Archives that are turned into huge window clings and note-cards.



## STUDENTS LEARN AND EARN BY DOING.

We have more than 100 students working at Kennedy Library.

Our student employees are partners through our commitment to Earn by Doing, an approach to mentoring and entrusting students with challenging real-world assignments that immerse them fully in our organization.

Students work in every area:

- customer service
- exhibit development
- graphic design
- instruction
- IT support
- media production
- new publishing ventures
- university archives

Donors recognize how the program builds upon Cal Poly's successful core practice of Learn by Doing, preparing students to make exceptionally effective contributions as new hires.

Thanks to their generosity, we now also offer Earn by Doing Student Assistantships.

**Glen Beebe, 2012-2013 Outstanding Student Employee of the Year, Cal Poly and Student Employee of the Year, Western Association of Student Employment Administrators.**

Glen, a computer science junior, was honored for his work writing code for our website, including for an interactive experience for Banned Books Week, and an add-on to Interlibrary Loan (ILLiad) that automates the book request process. That add-on has now been made open source, and is used by over 25 libraries across the country to facilitate book loans.

*President Armstrong with Glen and Jennifer.*



**Jennifer Ray,  
Second Runner  
Up, 2012-2013  
Outstanding Student  
Employee of the Year.**

Jennifer worked with a librarian to provide research resources to agriculture students. This included everything from conducting content inventories to updating research guides to helping teach research literacy courses.

## BUILDING SUBSTANTIAL AND PRODUCTIVE RELATIONSHIPS WITH FACULTY.

Our exhibits program partners closely with faculty to create collaboration, engagement and discovery.

Two examples:

### 1. **Atelier Morgan.**

The entire second year architecture studies studio cohort – more than 130 student collaborators and six architectural faculty members – partnered with exhibits as part of the fall 2012 exhibit, Atelier Morgan: The Personal Archives of Julia Morgan. We also co-hosted a talk by scholar Victoria Kastner as part of the Hearst Lecture Series.

### 2. **Re/Collecting.**

This virtual archiving project documents the lives and stories of under-documented ethnic communities in the central coast of California. Faculty and students visit these communities with scanning equipment to capture these records and return the original artifacts to their owners.

We partnered with this faculty-led project by hosting events to support

their efforts and offering digitization advice.

The Re/Collecting partnership is one we expect to build on for our own oral history and collection programs.

See more, including online exhibits: [bit.ly/cplib-exhibits](http://bit.ly/cplib-exhibits)

By making community central to our vision, we have also reinvented our exhibit space and what a gallery means to campus. A first-floor area under well-traveled stairs was transformed into a warm and adaptable space that offers a place where people can hang posters, maps, and other images. These glass-boards are also used as creative, ad hoc student space, end-of-year poster sessions and more.



*"I wish everything on campus ran like the library. Every single interaction I've ever had with the library has been good."*

Kelly Main  
Assistant Professor, City and Regional Planning



# Inclusive: Community

*Using knowledge and skills to  
make a positive contribution to  
society.*

After several years of growing our informal education programs, we developed a new position: a full-time public engagement and communications coordinator to design and execute a variety of innovative and creative educational programs that inspire community engagement.

These programs include Cal Poly Science Café, Conversations with Cal Poly Authors and the Pitch Perfect Student Video Competition.

**In 2012, President Armstrong included a screening of the winning video in his fall campus address.**

The Pitch Perfect Student Video Competition is a collaborative effort with the Orfalea College of Business in which students share a 60-second vision about the library in a competition for generous cash prizes.

**Watch the winning entries from 2009–2013:**  
[bit.ly/cplib-pitchperfect](http://bit.ly/cplib-pitchperfect)

At Cal Poly Science Café, the emphasis is always on hands-on, interactive experiences with experts. In the last year, interdisciplinary groups of all ages have built their ideal cities using found objects, offered advice to researchers on building a library of bacteria, tasted yerba mate tea from a company started by alumni and used their smart phones to compete

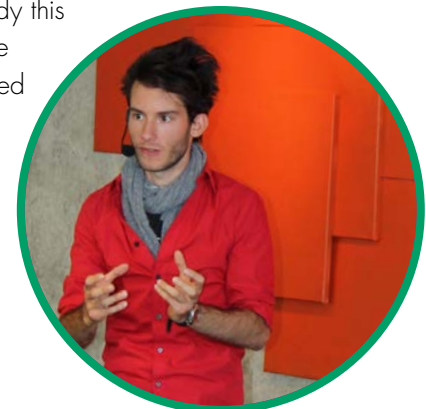
in an Arduino-powered game that inflated real balloons.

**Watch the series on Vimeo:** [bit.ly/cplib-sciencecafe](http://bit.ly/cplib-sciencecafe)

Cal Poly Science Café partners in 2012–2013:

- Fair Trade Club
- Cal Poly Center for Innovation and Entrepreneurship
- Cal Poly Entrepreneurs
- Center for Application of Biotechnology
- Biological Sciences Department
- HEAL-SLO
- Landscape Architecture Department
- Kinesiology Department
- STRIDE
- City and Regional Planning
- San Luis Obispo Mini-Maker Faire

In the spirit of Learn by Doing, this year we launched Open Science Café, which will award an event proposal with a budget and stipend so that a student can develop their own Cal Poly Science Café. Already this new initiative has generated broad interest from students and faculty.



*"It is a pleasure to read about campus activities that enhance the students' educational experience and reach out to engage and inform the public as well." — President Jeffrey Armstrong*

With seed funding from the Judith Krug Foundation, two library staff created a sensation that garnered national attention for the 30th Anniversary of Banned Books Week. The dynamic, multi-faceted "I'm with the Banned" program included a campus visit by author Stephen Chbosky attended by more than 500 campus and community members; a podcast series exploring issues of censorship and the freedom to read; and interactive media including popular infographics in print and online, produced by library student assistants.

**The team won the John Cotton Dana Award for Banned Books Week in 2013.**

We also have a Stressbusters team that creates highly anticipated events like "The Paws that Refreshes" — an opportunity to commune with rescued cats or service dogs in the library atrium. The team also provides free healthy snacks, board games, silent film screenings, and other fun, relaxing activities. Stressbusters is collaborating with Health and Counseling Services and other campus institutions, encouraging students to take needed study breaks.

## ADVANCING THE EXCHANGE OF IDEAS AT CAL POLY.

We intentionally use space, language and media to engage our community. From the moment students and faculty first encounter us in the building or through print, video, or web, we want them to feel included.

In 2013 we developed a communications handbook for library staff. "Our aim," it says, "is to build a supportive and welcoming academic community."

*"We can step out of the way and be a place where people speak freely with one another." — Communications handbook: [bit.ly/cplib-com](http://bit.ly/cplib-com)*

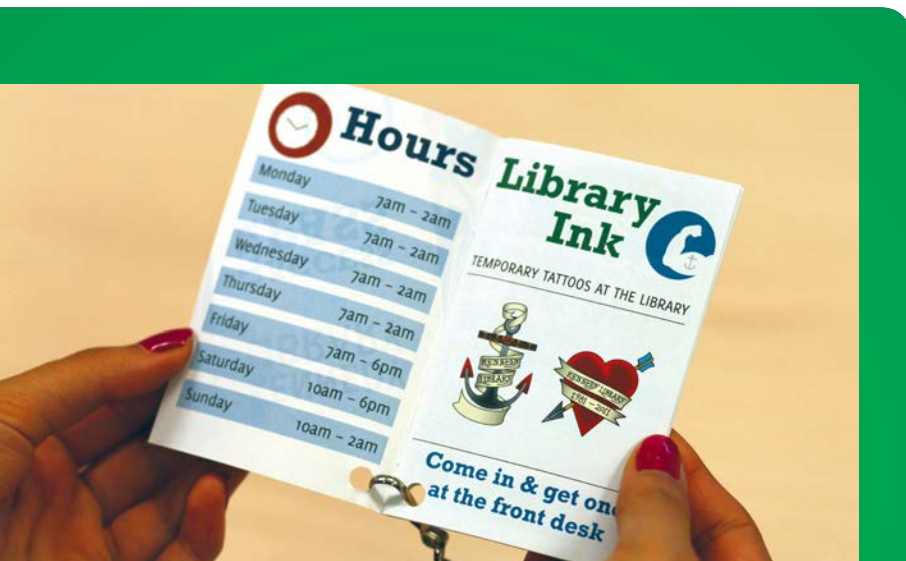
We meet our users where they are on social media and invite their participation, including via Goodreads, which mirrors our recreational reading collection. The collection's popularity grew when we surveyed students to develop a collection that reflected their tastes.

**Through listening, we doubled student borrowing.**



*"From the onset I have been valued for my input and trusted with my artistic ideas. Helping me bridge the gap between college life and professional realms — I have been able to develop a design portfolio drawn from three different library exhibitions."*

Bryn Hobson  
Student Assistant, Exhibit Design



All-Access Pass, Winner "Best in Show 2012" for Outstanding Public Relations Efforts, awarded by the American Library Association

*"I love to see students interact with the promo materials I design. Many people use our door hangers, and I see them wear the temporary tattoos."*

Fiona Fung  
Student Assistant, Library Information Technology

## BUILDING A CULTURE OF DOCUMENTATION.

Events are live-tweeted on Twitter, photos are shared on Flickr, podcasts are available on SoundCloud, artists' books from Special Collections are profiled on Vine and student interviews with visiting experts and our own faculty are on Vimeo.

**This expands our community to include anyone with internet access.**

These social media channels all feed our blog, Kennedy Library Out Loud.

[bit.ly/cplib-outloud](http://bit.ly/cplib-outloud)



It's on our blog that we communicate openly with our community and share our original media and stories. Currently, we have nine contributors from throughout the library, a third of whom are students.



# Connected: Campus

*Engage in lifelong learning.*

In 2012, the Western Association of Schools and Colleges (WASC) accredited Cal Poly for ten years, the maximum possible. In their Capacity and Preparatory Review (CPR) phase, the team singled out library faculty as one of nine important strengths of Cal Poly.

*"The library faculty are to be commended for their engagement in student learning and substantial support for programs across the University." – WASC, 2012*

As part of the WASC accreditation process, Cal Poly identified an objective to create lifelong learners. The capacity for lifelong learning is tied to making critical use of information resources, in formal and informal problem solving.

Our assessment coordinator undertook a special one-year assignment to lead Cal Poly in demonstrating our achievement of this goal. Partnering with General Education faculty, the writing program, and a librarian, they identified baseline skills in lifelong learning.

**Together the campus team developed a strategy using in-class and online resources to scale instruction to nearly 2,000 first and second year students with only two library faculty.**

In spring 2010 these librarians collaborated to create a new baseline survey instrument to assess the information skills of lower and upper division students.

The survey revealed that lower-division students who had been exposed to library-led instruction matched or surpassed the skill levels of upper-division students who had not had that exposure.

As a result of this library-led research, Cal Poly demonstrated that students were achieving skills relevant to lifelong learning as a direct result of instruction by our librarians in first year communications courses.

**Librarians taught 293 sessions in 2012–2013. 9,342 students attended those sessions.**

Meet our librarians in a short video: [bit.ly/cplib-librarians](http://bit.ly/cplib-librarians)



# Connected: Technology

*Develop an integrated program  
of digital services.*

Our web designer is among the first in the nation to develop an HTML5/CSS3-based responsive library site. Together with a team of student and staff programmers, input from library leadership, and the contributions of a steering committee, we completely redesigned our web site.

It began in summer 2012 with a successful facelift, including all third-party library applications, which incorporated uniform campus branding and site improvements that helped drive a 25% increase in total hits.

In fall 2012 a major redesign was kicked off with interviews, focus groups, scenarios, analytics, guerilla tests, and other user experience techniques. The underlying technology supporting the site was upgraded to take advantage of mobile-friendly and accessible HTML5, and expanded to support a network of content providers.

Content providers are supported through a custom web communications guide: [bit.ly/cplib-webcom](http://bit.ly/cplib-webcom)

We also redesigned the information architecture, navigation, and language to provide an improved user experience.

**Our site is now one of the first in the country to use responsive design to support mobile devices.**

We can push content out from a single

source to support our web presence, mobile presence, and digital signage throughout the building.

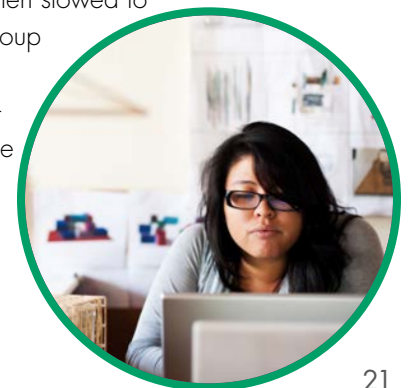
## **Digital systems for students.**

Given the high demand for our five computer labs, students get frustrated trying to find an open computer. In response, we developed a digital system to help them. Students can see where they are in the queue for the next available computer, and we provide them with an estimated wait-time. They can quickly identify the location of all open computers on all five floors.

## **1100+ new electrical outlets.**

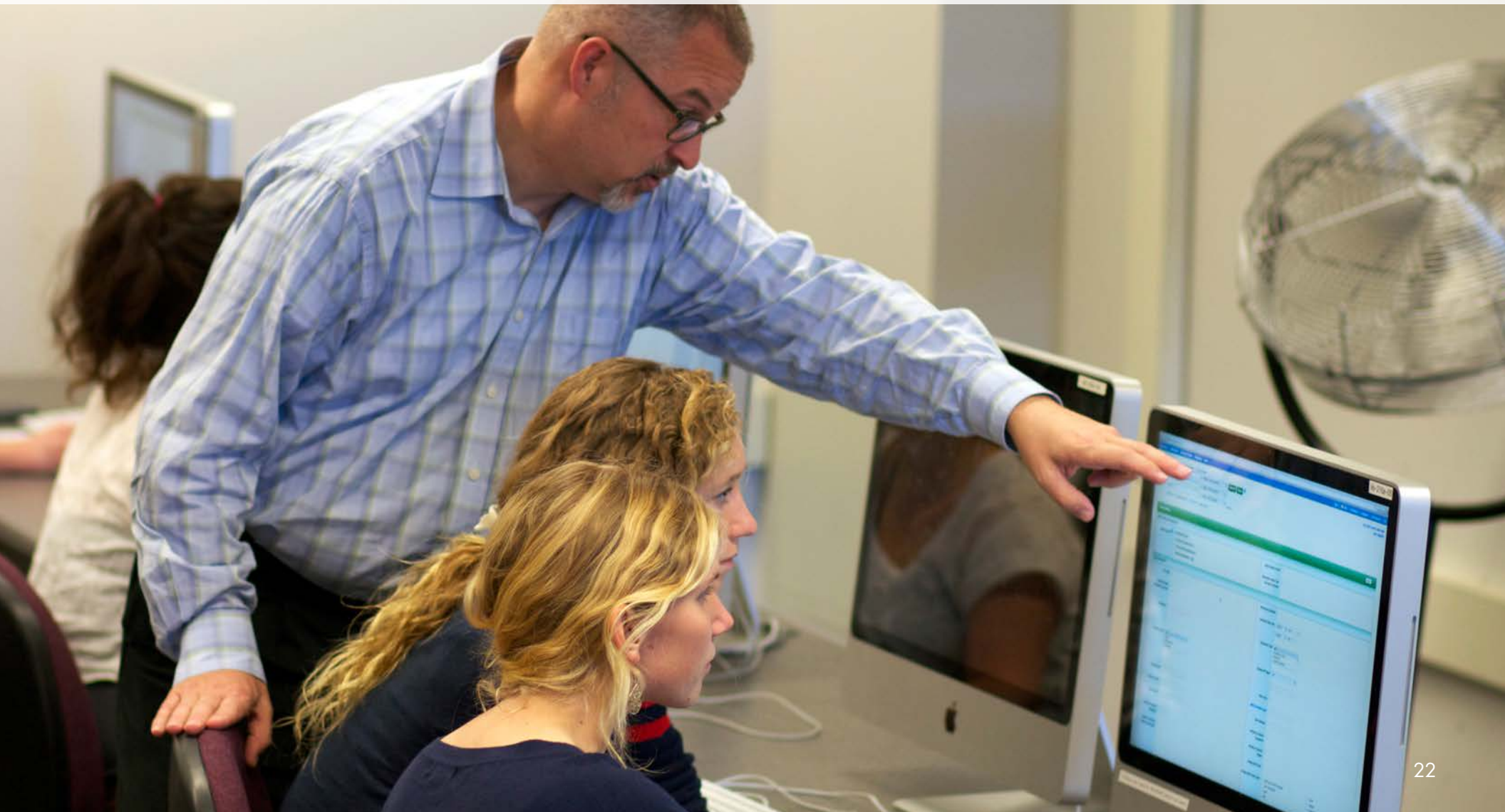
## **2+ secure charging stations.**

Now we are busy expanding and designing a new tech lab, complete with furniture and technology that inspire collaboration and support new models of pedagogy. The innovative design meant working creatively with vendors to make a space where computing is always available, but never in the way – recessed workstations can be accessed instantly, then stowed to support group work or bring-your-own-device activities.



# Future

Building digital expertise at Kennedy Library.





# Innovations in Discovery

*Building and enhancing access to digital collections.*

## **SUPPORT INNOVATION, INTEGRATION, AND TRANSFORMATION.**

In 2012 we launched the Initiative for Digital IDEAS: Innovations in Discovery, Expression, Access, and Scholarship, or <iDi>, to develop an integrated program of digital services based on priorities that leverage and enhance Cal Poly's unique culture of Learn by Doing.

We've already hired three key positions to support <iDi>:

- A numeric and spatial data specialist to support digital data initiatives.
- A digital archivist, to support digitized and born-digital archives and special collections.
- An open education fellow, to support open models of creating and using educational resources in the digital age.

Already the people in these positions are helping us respond to the opportunities and challenges of digital scholarship and teaching. For example, we were able to accept a collection of campus radio station recordings from a faculty member, thanks to our digital archivist. As an experiment, he digitized about 80 recordings and shared them with radio station alumni, who used social media to annotate them.

The potential for expanded alumni partnership and rich research projects is exciting.

Our next phase of <iDi> involves assessing our digital infrastructure and programs to see how we can best serve Cal Poly's growing digital access, discovery, and scholarship needs. We're forming working groups to study and assess future digital infrastructure; digital preservation policies; and the future of digital images used in teaching.

## **A UNIFIED CSU-WIDE LIBRARY SYSTEM.**

Another initiative on the horizon is our participation in a California State University RFP to develop requirements for a next-generation unified, cloud-based integrated library system. To support this process, we are hosting two days of vendor presentations open to the CSU.

<iDi> is a bridge to the future based on the present and an example of how we work together for Cal Poly. We experiment, build community, assess results, and, depending on what we learn, either continue our trajectory or redirect our efforts.





*“As a campus hub for student learning, the Kennedy Library plays a key role in student success, and nurtures an inclusive and vibrant sense of community at Cal Poly.”*

Student Library Advisory Council  
Charter

## **BUILDING EXPERTISE TO SUPPORT DIGITAL NEEDS FOR THE COMMUNITY.**

In a digital and networked age that is transforming and disrupting communication, the needs of the 21st century workforce, higher education, and scholarship, the library will provide students and faculty with control over experiences, skills, and human connections that significantly enrich and extend their personal, intellectual, and practical contributions to their communities and the world.

With that in mind, we’re now working with the architectural firm Shepley Bulfinch to lead a building program plan that will guide us through the next five to ten years.

## **THE LIBRARY’S PHYSICAL TRANSFORMATION.**

With a state-funded academic center and library planned for construction within the next decade, our building program plan is a bridge to the future. It will give us insights into how to provide space to a myriad of vibrant programs and services we support and want to expand.

This is an opportunity to engage all of our staff, and campus constituencies –

faculty, students, administrators – and the wider community, in a meaningful process that will impact our collective future.

**Together we will contribute to every part of Cal Poly’s mission to serve generations of students to come.**



# Support

Awards, publications and supporting letters.





# Distinctions and Awards

*Recognizing and awarding  
excellence.*

## LIBRARY AWARDS

- Banned Books Week Program and Marketing: John Cotton Dana Award, American Library Association, June 2013
- Robert E. Kennedy Library: Faculty–Staff Ally of the Year at the Lavender Commencement, June 2013
- Robert E. Kennedy Library: Class of 2012 Gift, Hydration Station
- All-Access Pass: Best in Show 2012 for Outstanding Public Relations Efforts, American Library Association

## FACULTY AWARDS

- Mark Bieraugel (College Librarian, Business): 2012 Overall Faculty Scholar of the Year, University Housing
- Tim Strawn (Director, Information Resources and Archives): 2012 Esther J. Piercy Award, American Library Association/Association for Library Collections & Technical Services
- Jesse Vestermark (College Librarian, Architecture and Environmental Design): 2012 College of Architecture and Environmental Design Outstanding Faculty Partner, University Housing

## TENURE POSITIONS

- Jeanine Scaramozzino (College Librarian, Science and Mathematics): Cal Poly Associate Librarian
- Katherine O’Clair (College Librarian, Agriculture, Food and Environmental Sciences): Cal Poly Associate Librarian

## STUDENT AWARDS

- Glen Beebe (Student Assistant, Library Information Technology): Outstanding Student Employee of the Year, Cal Poly; and Student Employee of the Year – Western Association of Student Employment Administrators
- Jennifer Ray (Student Assistant, Academic Services): Second Runner Up for Cal Poly’s 2012-2013 Outstanding Student Employee of the Year



# Selected Works

## *Selected publications and presentations (2011–2013).*

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- Bieraugel, M. (2013). Keeping up with...Big Data. Association of College and Research Libraries. Retrieved from: [http://www.ala.org/acrl/publications/keeping\\_up\\_with/big\\_data](http://www.ala.org/acrl/publications/keeping_up_with/big_data)
- Bieraugel, M. (2012, April) "Are Three Heads Better Than One?" California Academic and Research Libraries Conference: San Diego, CA. Apr. 2012.
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- McMillan, G., Ramirez, M., Dalton, J., Seamans, N. and Read, M. (2012, June) "Publishers Say YES to ETDs: The 2011 NDLTD Survey Results," Proceedings from the 2nd Annual United States Electronic Theses and Dissertations Association (USETDA) Conference 2012. Boston, MA. Peer reviewed.
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- Ramirez, M., J.T. Dalton, G. McMillan, M. Read, and N.H. Seamans. (2013). Do open access electronic theses and dissertations diminish publishing opportunities in the Social Sciences and Humanities? Findings from a 2011 survey of academic publishers. *College & Research Libraries*, 74(4), 368-380. Retrieved from: [http://digitalcommons.calpoly.edu/lib\\_fac/98/](http://digitalcommons.calpoly.edu/lib_fac/98/)
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*Personal commitment and participation in the Cal Poly community is the cornerstone of the Mustang experience.*

Associated Students, Inc. (ASI)  
California Polytechnic State University



November 26, 2013

Association of College and Research Libraries  
50 East Huron  
Chicago, IL 60622

Dear Awards Committee,

I am writing to share my perspective on the significant contributions of the Kennedy Library to advancing the mission and values of our comprehensive polytechnic university. It is my distinct pleasure to acknowledge the collaboration and teamwork that exemplifies their contributions.

The Kennedy Library's work is characterized by unstinting commitment to excellence in the design and execution of its supportive academic programs; excellence in meeting its administrative and stewardship responsibilities; and exceptional skill in communicating and collaborating across the campus and our broader community of San Luis Obispo.

Our university's goals include growing and nurturing the diversity of our student, faculty and staff communities. The Kennedy Library has been a full partner in this imperative through its support of the Educational Opportunities Program and Summer Institute; participation in campus diversity and inclusivity initiatives; and its public and active role in offering a community space that welcomes and showcases diversity across the campus in partnership with students, faculty and university programs. In June 2013, Kennedy Library received recognition as Ally of the Year by our Pride Center; a noteworthy indication of the impact and influence of the library's work in this important area.

As the university's chief academic officer, I have the opportunity to review the work of the library's tenure track and management personnel every year. In my review, I have been consistently impressed that Kennedy's faculty librarians demonstrate the highest level of collaborative service, professional curiosity and contribution and personal commitment to student success. Their contributions to student success have been praised by regional accreditation teams and are acknowledged university-wide by campus constituents.

The library's proactive and collaborative approach to campus needs is a distinguishing feature of their work. An example of this has been the library's initiative to support the university in curating campus public art. They have leveraged their strong network across campus, and used their unique skills to document campus artifacts and identify the stewardship and curatorial opportunities of these shared resources. These qualities of collaboration and expertise are evident in numerous other library contributions; most notably in their active role in Cal Poly's signature Learn by Doing pedagogy, exercised through instruction, exhibits, and innovative public program series.

*"I have been consistently impressed that Kennedy's faculty librarians demonstrate the highest level of collaborative service, professional curiosity and contribution and personal commitment to student success."*

Kathleen Enz Finken  
Provost & Executive Vice President

This letters highlights a few illustrations of the significant role the library plays in helping our university achieve its goals of excellence, student success and fostering diversity and innovation through experiences that draw on the rich perspectives of many disciplines and cultures. Thank you for offering our university the opportunity to share Kennedy Library's contributions to our students, faculty, staff and broader community with you. The university looks forward to many more distinctive and creative contributions from the library as we strive to accomplish our shared goals.

In closing, I whole-heartedly support Kennedy Library's pursuit of the Excellence in Academic Libraries Award. I hope you will find their application is worthy of receiving this honor.

Best regards,



Kathleen Enz Finken  
Provost & Executive Vice President

*"... the library plays [a significant role]  
in helping our university achieve its  
goal of excellence, student success and  
fostering diversity and innovation ..."*

Kathleen Enz Finken  
Provost & Executive Vice President

December 3, 2013

Association of College and Research Libraries  
50 East Huron  
Chicago, IL 60622

Dear Awards Committee,

On behalf of the College of Architecture and Environmental Design (CAED) at Cal Poly, we are continuously inspired by the efficacy of Robert E. Kennedy Library's support of our community of scholars. Our library is an outstanding candidate for an ACRL Award for Excellence and we offer our enthusiastic support for this nomination. As home of the nation's currently top-ranked undergraduate architecture program, and a national leader in built-environment education, we are supported by a library that shares our goal of excellence in developing tomorrow's leaders. Kennedy Library's diverse collections and their professional staff and library faculty are helping the college reach this goal

The library's innovative practices for immersive Learn-by-Doing experiences in shared exhibit design, installation opportunities, and research support, include their use of innovative techniques that stimulate new avenues for our faculty and students to experience and connect to content. As evidenced by the development of the recent *Atelier Morgan* exhibit, the library's programming incorporated an immersive participatory approach into the syllabi of six Arch 251 courses, drawing on the unique architectural archives of California architect Julia Morgan. The quarter-long project helped architecture students demonstrate expertise in a scholarly discipline and understand that discipline in relation to the larger world of the arts, sciences and technology.

Our College Librarian, Jesse Vestermark, is deeply embedded in the workings of the CAED, teaching critical thinking-based information skills to all incoming freshmen, and additional, major-specific research skills to freshmen in Architecture, Landscape Architecture and Architectural Engineering. His instruction scope also reaches every student in our three graduate programs. Every Wednesday from 2:30-5:00, he provides reference and drop-in assistance for CAED students at the high-traffic Neel Resource Center in the architecture building.

The college's collaborative relationship with the library is evident in Kennedy Library's physical spaces as well. Landscape students inspired recent improvements to the atrium, and a collaboration with Architecture professor Clare Olsen resulted in the lively, colorful "Reflection" installation in the formerly drab main stairway. Current research is also underway by Architecture Professor Jeff Ponitz to implement a lightweight, low-cost, structural sound-dampening system for the ceiling of the café area. And, most recently, they have enlisted me on the four-member Steering Committee

*"... we are continuously inspired by the efficacy of Robert E. Kennedy Library's support of our community of scholars."*

Christine Theodoropoulos  
Dean, College of Architecture and  
Environmental Design



*"The library's whole systems thinking, commitment to collaboration, and innovation ... are all factors that contribute positively to the strategies and priorities of our college and our university ..."*

Christine Theodoropoulos  
Dean, College of Architecture and  
Environmental Design

for 2013-2014 Library Master Plan, in partnership with the esteemed architectural firm, Shepley Bulfinch.

The library's whole systems thinking, commitment to collaboration, and innovation through research and practice, are all factors that contribute positively to the strategies and priorities of our college and our university, helping us achieve growing distinction in polytechnic learning and scholarship.

Sincerely,



Christine Theodoropoulos, AIA, PE  
Dean



December 2, 2013

Association of College and Research Libraries  
50 East Huron  
Chicago, IL 60622

Dear ACRL Awards Committee:

The Student Library Advisory Council (SLAC) is honored to support the Robert E. Kennedy Library's nomination for the ACRL Excellence in Academic Libraries Award. Kennedy Library prides itself on actively reaching out to students when implementing services to best support student success and education. SLAC is a unique volunteer group that acts as a student voice in ensuring the library meets all students' academic needs and provides the best learning environment. In collaboration with library staff, faculty, and administration advisers, SLAC gathers an eclectic group of student perspectives to be involved in the improvement of the library. The council is comprised of student representatives from each college and several student leadership groups. These passionate individuals are selected through a competitive recruitment process ensuring both diversity and commitment. This team of students and library personnel offers a rare type of interaction that sets it apart from most other university libraries.

Demonstrating the interactive nature of Cal Poly's "Learn by Doing" motto, SLAC has made significant contributions towards the improvement of Kennedy Library. The SLAC Survey Committee collects and provides useful student feedback for Kennedy Library administration through an annual themed survey based on current student library usage. Each year, the SLAC survey receives an outstanding amount of student responses - well over the minimum needed for statistical significance. In addition to the survey, the SLAC Coziness Committee has developed several projects to personalize the library atmosphere. These projects include a student photo contest and close on-going consultation with staff and administration on furniture, technology, and facilities decisions to make the library a more comfortable space for every student to enjoy. These two committees together have inspired the following changes over the past three years:

- Hundreds of additional electrical outlets
- New, more comfortable chairs
- Increased variety of seating options and study spaces
- Collaborative resources ranging from flat-screen TVs to white boards
- Extended full-service hours
- Showcases of student-generated art
- More colorful, inviting interior decoration

*"SLAC has made significant contributions towards the improvement of Kennedy Library ..."*

Student Library Advisory Council  
Robert E. Kennedy Library

*"... we are extremely grateful that the Kennedy Library offers this opportunity to gain leadership and team-building skills."*

Student Library Advisory Council  
Robert E. Kennedy Library

This year, SLAC aims, among other things, to address affordable learning solutions and creative expression through social media. As executive members of SLAC we are extremely grateful that the Kennedy Library offers this opportunity to gain leadership and team-building skills. Former SLAC members have gone on to become the university student body president and full-time library staff. Very few organizations on our campus allow for such intimate, direct collaboration between staff and students, and it's clear from our work in SLAC that a university library would not be able to function meaningfully without the participation of its students.

Sincerely,

A handwritten signature in black ink, appearing to read 'Lauren Young'.

Lauren Young, Chair  
Biology, Senior

A handwritten signature in black ink, appearing to read 'Mike Shaw'.

Mike Shaw, Vice-Chair  
Civil Engineering, Senior

A handwritten signature in black ink, appearing to read 'Ryan Bitter'.

Ryan Bitter, Secretary  
Horticulture, Senior





Robert E. Kennedy Library  
California Polytechnic State University  
1 Grand Avenue  
San Luis Obispo, CA 93407  
[lib.calpoly.edu](http://lib.calpoly.edu)

CAL POLY  
SAN LUIS OBISPO