

Library FRIENDS

FALL 2007



*The Library Vault
is your gateway to
UBC Library's capti-
vating collections.*

UBC LIBRARY VAULT

Unlock the treasures

The worlds of wonder that reside within UBC Library's collections are now available at your fingertips – for free.

At www.ubcvault.ca, you can find a treasure trove of images and stories hailing from Rare Books and Special Collections and other Library divisions.

The Library Development Office spearheaded the site, which launched this fall. It serves as a gateway to an array of fascinating material that resides within the nooks and crannies of the Library, and which has largely remained hidden from the public eye – until now.

By joining www.ubcvault.ca, you can get an insider's look at these unique items. Each month, the Library will send you an image that's been selected from our many

special collections, along with its story. We're offering you access to some of the Library's most interesting arcana, and all you have to do is provide your name and e-mail address.

"We want to create a community of engaged and excited users," says Shakeela Begum, the Library's Director of Development. "The Vault website allows us to connect with people who want to know more about the amazing items held at UBC Library. It's also our way of saying thank you to so many who have supported us."

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Unlock the treasures

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Another beautiful Vault image, entitled Carnations.

In addition, the site contains an array of distinctive gifts based on Vault images. For example, you can purchase card sets that feature themes ranging from 18th-century musical manuscripts, to luxurious flora and fauna, to prints from famed Canadian landscape painter Toni Onley. Future gifts will likely include journals, umbrellas and prints.


As part of the process, a focus group provided comments on the Vault's development. Angela McWhirter – a member of the focus group, Library donor and wife of Vancouver's poet laureate George McWhirter – calls

the proposed illustrations for the site “mind-blowing.” “It’s very, very unique, and you’ll be able to find something for any occasion,” she says.

Louise Hager, another Library donor and focus group member, has similar views. “I think it’s a very exciting idea and I certainly look forward to finding out where it’s going,” she says.

Each purchase of a special gift helps support UBC Library. Visitors also have the option to make a donation on the Vault site or contribute to one of the Library’s many funds and endowments on the Support the Library site (www.supportubclibrary.ca).

Stay tuned for more developments – and in the meantime, enjoy the gems that lie within www.ubcvault.ca.

For further information, contact Shakeela Begum at 604-822-8926 or shakeela.begum@ubc.ca. 

FROM THE UNIVERSITY LIBRARIAN

Progress and prospects



Peter Ward
University Librarian
pro tem

Throughout my career – both as a history professor and more recently as a University Librarian – I’ve learned the importance of pausing occasionally to ponder paths travelled, assess accomplishments and consider the way ahead.

At UBC Library, we’ve also taken a collective breath and reviewed the organization’s mid-year progress. This summer, following a review by the Library’s administration, I sent out a list of achievements to all employees.


In my opinion, this list was indeed impressive, with progress made in areas including communication, planning and management, new and improved services, community collaborations and staff development.

I want to take this opportunity to highlight a few key items that are covered in more detail in this issue of *Friends*. Customer service is hugely important to any library. Simply put, we’re here to provide our users with the best resources and services that we can offer. But how successful are we? And how can we improve?

To answer these questions, early this year the Library conducted a user survey called LibQUAL+ (a survey was also conducted at UBC Okanagan Library at the same time). We received hundreds of responses from all sorts of Library users, and the resulting information will be invaluable to us as we determine future paths and goals. I’d like to thank all the participants, the steering committee and Margaret Friesen – the Project Manager – for their combined efforts that made this process possible. This was UBC Library’s first LibQUAL+ survey, but it certainly will not be the last.

Meanwhile, there’s another exciting project. Dubbed *clRcle*, this effort involves the Library setting up what’s called an institutional repository (IR). As Hilde Colenbrander, the Library’s IR Coordinator, explains, an IR is a digital archive for a university’s intellectual output. Much progress on *clRcle* has been made to date, and much work remains – but we look forward to establishing a hub of UBC-specific research, teaching and learning materials, and more.

Lastly, we’ve also been taking steps to prepare for the longer term at the Library by formulating a new strategic plan. Discussions are well underway, and will include extensive staff input. Informing this process are some shorter-term goals that were inspired by recent discussion papers prepared by UBC librarians on teaching and learning, the electronic library and the Library’s role in scholarly research. The strategic plan will also examine other issues such as space and staff planning.

This is a challenging and exciting time for academic libraries, and we’ll make sure to keep you informed of developments in *Friends* and in other ways. So enjoy this issue, and stay tuned. 

STRATEGIC PLANNING

The paths ahead

How will the future unfold?

No one can say for sure – but change is certain, and preparation is key. That's why UBC Library has been busy taking steps to hone its short- and longer-term focus as it moves ahead.

This process began in the spring of 2006, when Peter Ward – currently the University Librarian *pro tem* – got an idea. He wanted to invite Library employees to write discussion papers on the following topics: teaching and learning, the emerging electronic library and UBC Library's role in scholarly research.

The aim was to foster a dialogue among the Library community and determine a handful of goals to be implemented within about 18 months.

"What we're really trying to do is include as many people as possible in a discussion about where the institution is heading," Ward says.

The papers, written by 17 volunteer authors, led to the emergence of four priorities: a re-design of the Library's website; improved and increased access to resources and services; building the Library's research infrastructure; and leadership and coordination of teaching and learning/information literacy.

In turn, the discussion papers will help inform the Library's strategic planning process for the coming years. Understandably, this effort is more comprehensive, and also deals with subjects such as space and staff planning at the Library.

Discussions regarding the strategic plan are underway, and these will be rolled out to all Library employees through events such as town halls in the coming months. The aim is to have much of this plan in place early in 2008 – we'll keep you up to date as our work proceeds. **B**

BUSY TIMES AT BMB



A view from the new BMB Library.

It's always exciting settling into a new home – and that's certainly been the case at the Biomedical Branch (BMB) Library, which opened at the end of August 2006.

The launch of the sparkling site, located on the second floor of Vancouver's Gordon and Leslie Diamond Health Care Centre, coincided with the beginning of the

new academic year. Since then, the Library has been a central information source and hub of activity for students and faculty.

Many tours of the facility have been held, with guests including B.C. Premier Gordon Campbell, the provincial Minister of Health, UBC's Dean of Medicine, and VGH & UBC Hospital Foundation members. Extra shelving for reference materials and new journals has been installed, and a successful open house was held last December.

"I really like the open feel of the new library. The south views out to the trees along 12th Avenue and Oak Street are postcard perfect," says Dean Giustini, a BMB Reference Librarian who is currently on a sabbatical. "The Library is the jewel in the new building. For a Library that is in a busy part of town, it's a quiet space for studying."

Despite the break, it's been an eventful period for Giustini. Late last year, he published an article in *BMJ* (previously the *British Medical Journal*) entitled "How Web 2.0

is changing medicine." The piece examines how technology and the Internet can be used in new and collaborative ways by medical librarians and professionals.

In addition, Giustini recently received the Canadian Hospital Librarian of the Year award, given by the Canadian Health Libraries Association in recognition of his contributions to hospital and health librarianship in Canada. Congratulations Dean!

Last but certainly not least, some new faces have joined the Library, including Kristina McDavid and Teresa Lee, the MD Undergraduate Librarian and Reference/Liaison Librarian for the Faculty of Pharmaceutical Sciences, respectively.

If you are interested in a tour of the BMB Library or would like further information on the facility and its services, please contact Rita Dahlie, Interim Head, at rita.dahlie@ubc.ca or 604-822-4970, or visit www.library.ubc.ca/bmb.



UBC Library's
Co-op cadre – left
to right: Lili Wang,
Michael McNulty,
Courtenay Ledding,
Matthew Hall.

CO-OP EDUCATION

A win-win situation

Energy, excitement, enthusiasm – these are just some of the benefits that Co-op students lend to UBC Library.

“It’s a win-win situation all around,” says Deb Austin, the Library’s Director of Human Resources. “They bring us fresh education and fresh energy. They bring eagerness, willingness and a really high level of competence.”

Co-op – short for Co-operative Education – involves students completing work terms related to their area of study. The Library first hired two Co-op students in 2006, and this year employed four more. The process has been such a success that Austin says the Library will “absolutely” continue to bring Co-op candidates on board.

There’s certainly no shortage of intriguing tasks awaiting students. For example, Michael McNulty – a former professor of communications and philosophy in Ontario – split his time at the Library during the summer working on projects for Rare Books and Special Collections and Information Systems & Technology.

“In terms of the variety of experience that I was getting, I couldn’t ask for anything more,” McNulty says.

Meanwhile, Matthew Hall – an international student from London, England – is completing a double work term at Woodward Biomedical Library that wraps up at the end of November.

He’s been busy helping move materials from MacMillan Library to other Library locations, assisting librarians with instruction sessions and answering questions at the Woodward reference desk.

“It’s been really interesting and useful. I think it was a very good choice to do this,” says Hall, commenting on his Co-op term.

Lili Wang, who is completing a double term at the David Lam Management Research Library, has similar comments. “I highly appreciate all the help and instruction that my supervisors at Lam Library give me – including reference skills, business research skills, customer service skills, teamwork and so on.”

Working together

Hall, McNulty and Wang are enrolled in the Masters of Library and Information Studies program at UBC’s School of Library, Archival and Information Studies (SLAIS). Shirley Lew, the Student Services Coordinator at SLAIS, says a good proportion of the school’s students take advantage of the Co-op program, which is administered by UBC’s Arts Co-op program (<http://co-op.arts.ubc.ca>). Most students are placed within Canada, although some have ventured further abroad to countries such as Singapore and Belgium.

“It’s a work-learning opportunity,” Lew says. “Students gain tremendous amounts of professional experience for the first time, and confidence in applying the principles they learn in school as well as all the intangibles.

“We are really thrilled that UBC Library was able to hire some Co-op students. It’s an obvious kind of partnership, and I think it just is another way that the Library and SLAIS have been able to work together.”

However, not all Co-op employees come from SLAIS. Courtenay Ledding, an undergraduate student at the Sauder School of Business, worked at the Library Development Office during the summer. She spent her time helping create an online store and fundraising site for the Library (see cover story), and establishing a brand for the project. “I really was able to use all the skills that I’ve been taught,” she says, also noting the value of gaining real-life expertise. “It feels like I really had room to experience the start-up atmosphere, but in a controlled environment.”

Despite their different roles, the students definitely agree on one thing: they would recommend a stint at UBC Library to other Co-op candidates. And that’s good news for everyone. **15**

UBC Library - the user's view

How can UBC Library serve you better?

That was the overarching question behind a major survey that UBC Library ran earlier this year. LibQUAL+ polled a wide range of Library users to find out about their perceptions and expectations of service quality. "I think a big message of LibQUAL+ is don't make assumptions about what users want – ask them," says Margaret Friesen, Project Manager and Assessment Librarian.

So that's exactly what the Library did. Work on the project began in June 2006, and LibQUAL+ ran for three weeks during January and February 2007 (a separate

LibQUAL+ survey ran at UBC Okanagan during the same period – see below for details).

The survey was sponsored by the Association of Research Libraries and the Canadian Association of Research Libraries. It consisted of 22 questions that queried respondents about Library services, ambience, collection comprehensiveness, and ease of access to information services and resources. LibQUAL+ was sent to thousands of Library users – including undergraduates, graduates and faculty members – and more than 700 responses were received.

"This helps us to build on our strengths and focus our efforts on improvement, and it helps us understand ourselves in the context of our peers," says Peter Ward, University Librarian *pro tem*.

There was also space on the survey to provide written feedback, and more than half of the respondents provided comments. Many had positive views. "The ability to access the Library from home combined with the availability of journals online has revolutionized

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UBC OKANAGAN UPDATE



Global citizenship inspired this steel structure by Cory Fuhr at UBCO Library.

More than two years ago – July 2005, to be exact – UBC Okanagan (UBCO) Library officially opened its doors in Kelowna.

Since then, it's been a hectic and productive time for Head Librarian Melody Burton and her staff. "It's been a real success so far, and

there's much more to come," Burton says. "The next couple of years will be critical to our continued success."

Growth and access to information have been key themes at UBCO Library. The Learning Commons's workstation collection now totals 99, thanks to the addition of 35 more units. This also complements the Library's laptop-lending program, which launched in fall 2006 thanks to a \$15,000 gift from Interior Savings Credit Union.

Meanwhile, UBCO Library has bought electronic backfiles for journals from publishers Oxford University Press (140 titles) and Blackwell Publishing (500 titles). The journals cover a wide range of disciplines, and greatly expand coverage.

One of the most valuable types of information for any library is user feedback – and UBCO Library received plenty of it last January and February when it ran LibQUAL+, a Web-based survey developed by

the Association of Research Libraries. Indeed, almost 900 faculty and students provided their views on topics including Library services, collections and space (UBC Library in Vancouver also conducted a LibQUAL+ survey – see the article above for further details).

Survey data is being analysed, so stay tuned and make sure to visit UBCO Library's website for results. National comparative data should be available in the fall.

Also, in May 2008, UBCO Library will host the 37th Workshop on Instruction in Library Use (WILU) – marking only the second time that the event will be held west of Ontario.

WILU is an annual national conference that attracts library instruction specialists from Canada, the U.S. and Europe. The 2008 conference theme is "Innovation Literacy Uncorked," and more than 200 delegates are expected to attend. Congratulations, UBCO Library!

The user's view

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my scholarly work, both teaching and research," wrote one respondent. "Personally, I think [the] Library is by and large one of the best...in the world," added another. "Quite honestly, their service has been super kind, excellent staff, very dedicated."

However, as Friesen notes, there's always room for improvement. Some of the areas that users identified included navigation of the Library website, access to and completeness of online collections, collection gaps

and arrangements, adequacy of quiet study space and information about services.

Follow-up steps include further analysis of written comments, setting priorities based on survey results, and planning for implementation with the assistance of various committees and the Library's administration. Friesen has been busy getting the word out about LibQUAL+. She's spoken to 165 Library employees about the survey, and hopes to post its results on the website (www.library.ubc.ca) before the end of 2007.

Although this was the first time that UBC Library ran LibQUAL+, it won't be the last – the plan is to run it at least every two years, Ward says. ■

LEARNING CENTRE UPDATE

B.C.'S HISTORY GOES DIGITAL



Joan Jarman of the Prince George Public Library displays microfilm of the Prince George Citizen newspaper. Digitization of the Citizen is one of the projects undertaken as part of the B.C. History Digitization Program.

Attention, B.C. history enthusiasts: a wealth of provincial directories, oral histories, community newspapers, video art, architectural plans and much more will soon be available online thanks to an initiative from the Irving K. Barber Learning Centre.

This B.C. History Digitization Program, launched by the Learning Centre in 2006, provides matching funds for digitization projects that provide free online access to B.C.'s unique historical material. It's an excellent example of the Learning Centre's desire to provide lifelong learning opportunities for the people of British Columbia.

"This is one of our most exciting programs," says Jan Wallace, the Learning Centre's Interim Director. "As we begin to collect

the digitization projects into a single place, we'll create a portal where people can find out about their own history."

The program provides up to \$200,000 in overall annual matching funds, via three funding categories: \$1,000 to \$4,999; \$5,000 to \$9,999; and \$10,000 to \$15,000. Eligible organizations include libraries, archives, museums and post-secondary institutions (see www.ikebarberlearningcentre.ubc.ca/ps/BCDigitInfo.html for further details).

"To my knowledge, we're the only institution of higher education in Canada or perhaps the world that actually provides funds to institutions to support the digitization of community history," notes Chris Hives, University Archivist and Project Co-ordinator.

Last March, 17 successful applicants to the B.C. History Digitization Program were announced. They include: the Union of B.C. Indian Chiefs Resource Centre, the Prince George Public Library, the Vancouver Public Library, Simon Fraser University Library and Archives, Northern B.C. Archives at the University of Northern British Columbia, City of Victoria Archives, University of Victoria Libraries, the British Columbia Medical Association, the City of Richmond Archives, Saanich Archives, the Hazelton Area Historical Association, the White Rock Museum and Archives, City of Vancouver Archives, Revelstoke Railway Museum, Salt Spring Island Archives and the Satellite Video Exchange Society. The projects are expected to be completed and accessible online by the spring of 2008.

"At a basic level, this program represents a wonderful opportunity for the Irving K. Barber Learning Centre to forge partnerships with organizations throughout the province to help them digitize and make their unique holdings available to a much broader audience," says Hives.

"More broadly, this initiative holds out the opportunity to collaborate and build partnerships that could potentially lead to the development of a more comprehensive provincial digitization strategy."

Coming full cIRcle

Imagine a single, easily accessible spot – a library of sorts – that stores the range of UBC’s scholarly and administrative material.

“The Library is increasingly about digital collections” – Hilde Colenbrander, IR Coordinator, UBC Library.

Sound too good to be true? Well, it isn’t. Throughout the year, UBC Library has been busy developing its very own online storehouse, dubbed cIRcle, for UBC’s vast amount of material.

cIRcle is the Library’s version of what’s called an institutional repository (IR). “It’s a digital archive of a university’s intellectual output,” explains Hilde Colenbrander, the Library’s IR Coordinator. This output includes research, teaching and learning materials, and administrative items.

The IR is also open access, which means that once cIRcle is up and running, it will be freely available to users around the world. Embargoes may need to be placed on certain types of material depending on aspects such as publication dates, but access for all remains a crucial underlying concept. Indeed, many studies have shown that open access articles are cited more frequently than those in restricted journals. IRs also contain only copyright-cleared material – that is, they do not require transfer of copyright.

As a result, not only does an IR gather together a university’s disparate output into one place – it also bolsters the institution’s public accountability. With Canadian universities benefiting from taxpayer dollars, their IR efforts are an effective way to illustrate their contributions to the community.

“It’s an exciting new project,” Colenbrander says. “The Library is increasingly about digital collections, and so this fits in beautifully with that focus.”

IR ambassadors


IRs have become more prevalent in recent years. More than 900 IRs from around the world are registered with the Registry of Open Access Repositories. The U.S. leads the way with 215; Canada features 39. While many IRs are hosted by academic libraries (there are 19 such IRs in Canada, according to the Canadian Association of Research Libraries), other organizations – such as university departments and government agencies – also feature them.



Colenbrander, a Reference Librarian, was chosen last March to lead UBC Library’s IR project. Since then, she’s been setting the gears in motion. The response thus far has been excellent, with about 40 Library employees volunteering for the initiative. “It’s been going really well,” Colenbrander says. “The fact that so many people are involved is critically important, because we have people throughout the Library acting as ambassadors for cIRcle.”

Six working groups are tackling the project’s many facets, including guidelines, metadata, digital rights, technical aspects, communications and content recruitment. Group members are approaching faculty members at UBC to tell them about the project and invite them to submit their work to the IR. And progress is being made on a number of other fronts.

For example, UBC’s IR needed a name. So a contest was recently held – and the winning entry was cIRcle, provided by Jaimie Miller from Woodward Biomedical Library. Not only does cIRcle incorporate the institutional repository acronym; it also suggests that scholarly communication and publishing are coming full circle, with universities taking steps to control and share their output.

Technical and policy infrastructure are being put in place, and cIRcle staff hope to have the first materials submitted to the new digital archive by late fall 2007. For more information, please visit circle.ubc.ca. 

PROFILE: RUE RAMIREZ

Ahead of the curve

Throughout his career, Renulfo “Rue” Ramirez has considered himself fortunate, thanks to jobs that have let him combine the personal with the technical.



Rue Ramirez,
Assistant University
Librarian, Library
Systems & Informa-
tion Technology,
UBC Library.

“What I have found the most gratifying has been working with people in a library. Supervision and management and administration to me are really interesting because of the people component,” says Ramirez, who joined UBC Library in May as the Assistant University Librarian, Library Systems & Information Technology.

“And I always felt very lucky because I was able to balance that with my geeky side in terms of working with computers and automation and technology.”

Indeed, since he first began working in libraries in the early 1980s as an undergraduate, Ramirez has managed to be both a people person and satisfy his inner geek.

Texas tech

In 1990, after obtaining his Bachelor of Arts and Master of Library and Information Science from the University of Texas at Austin, Ramirez began as a State Publications Coordinator for the Texas State Library.

He went on to handle various tasks, including the online migration of public libraries in Texas, thanks to

a state library grant.

“For a lot of these really small libraries, we were putting in the very first computer they ever had,” Ramirez recalls. “It was mind-blowing – we came in and totally changed the way they did their business.”

In 1997, he returned to the University of Texas, where he served as the Assistant Head Librarian, Digital Library Services for nearly a decade. Projects included setting up an automated licensing system, maintaining the library’s website and leading a team that developed a site for the university’s libraries, galleries, museums and labs.

Eventually, Ramirez felt ready for a change – and he certainly got one when he ended up moving across the continent with his wife, son and daughter to Vancouver.

He’s also settled into his role as the head of the Library’s tech team. “We are dealing with a lot of the same overarching themes that most large academic libraries are dealing with – shrinking budgets, increasing expectations, rising costs, ever-changing technology.”

Above all, he wants to stress the importance of an ongoing commitment to investing in technology. As he stresses, “that’s just part of the game now....So that we don’t get caught behind the curve.”

Physical and virtual

Many have expressed concerns about the future of libraries in an age of unfettered technology. Ramirez, however, is confident that the combination of the physical and the virtual can result in a stronger overall institution.

“There is always going to be a need for a physical library, but I see that there’s an increasing expectation and increasing need for the virtual library – the library that’s available wherever you happen to be,” he says.

“What we’re doing is changing, but this is what libraries have always done. We’ve always evolved to encompass new technologies and social changes that are outside of our particular world.” ■

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