Changing Mission, Strengthened Focus:

A new use for the Current Periodicals Room at the University of California Santa Cruz

American Chemical Society
Chemical Information Division
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Catherine Soehner; soehner@ucsc.edu
Christy Hightower; christyh@ucsc.edu
Wei Wei; wwei@ucsc.edu
• Vision
• Action

Japanese Proverb (quotations.about.com/cs/inspirationquotes/a/Vision1.htm)
The NIGHTMARE

- Print journals cancelled
- Current Periodicals Room beginning to look empty
- Possible loss of space
The VISION

- Become the Information Center of the campus and the destination of choice
- Increase connections with faculty and the Santa Cruz community
- Restore in-person intellectual interactions
- Put the space to good use
Synergy: Explorations in Science and Society

“The Science & Engineering Library is pleased to announce a new lecture series, Synergy: Explorations in Science and Society. This series will focus on UCSC research, as well as teaching and grants in science and engineering with a view towards their impact on society.”
Success!

- Standing room only
- Approximately 80 people at each lecture
  - Faculty, students, staff
  - Community - high school students, retirees

Wiring the nervous system from tip to toe: how do neurons go to and fro?
Lindsay Hinck, May 3, 2005
How did we do it?

- Money
- Marketing
## Budget for Each Lecture

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equipment Delivery and Setup</td>
<td>$307</td>
</tr>
<tr>
<td>Chair and Lectern Rental</td>
<td>$129</td>
</tr>
<tr>
<td>Refreshments</td>
<td>$140</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$576</strong></td>
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### One time Purchase:

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sticky Notes</td>
<td>$463</td>
</tr>
</tbody>
</table>
Marketing

• Distribution of Flyers
• Publication of Announcement
• Email
• Synergy Web Site

• PR Table
• Sticky Notes
Should you do it?

- Disadvantages
- Advantages
- Advice
Disadvantages

- Time
- Money
Advantages

- Faculty involvement = Faculty Allies
- Interdisciplinary discussions
- Good news travels fast
- Library is useful, vital and relevant

"Very interesting! I thoroughly enjoyed it even after an all-nighter and two previous mid terms."
-- Student

"I appreciate being able to look into the world of science and experiments I'm not exposed to. Awesome."
-- Student

"Thank you for making these seminars happen. They are wonderful events."
-- Faculty

"This is exactly the kind of thing libraries should be doing!"
-- Campus Administrator
Advice

- Good researchers are not always good speakers
- Marketing works!
- Plan in advance
- Listen to feedback from the audience
Future Goals

- Donors
- Co-sponsorship opportunities
- Use of the Current Periodicals Room as campus or community lecture space
- Further enhance visibility of the library
Thank you!

- Christy Hightower, Vince Novoa, Molly Ostrander, Sandy Schmidt, Wei Wei

- Presentation Design by Anne Tran