

# *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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- Vision
- Action

Japanese Proverb ([quotations.about.com/cs/inspirationquotes/a/Vision1.htm](http://quotations.about.com/cs/inspirationquotes/a/Vision1.htm))

# The NIGHTMARE

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



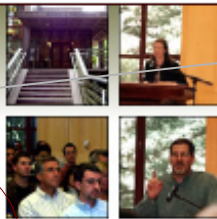
# The VISION

- 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

# ACTION

## Synergy: Explorations in Science and Society

 Synergy  
explorations in science & society  
the UCSC Science & Engineering Library lecture series



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.

The creation of this new lecture series is in keeping with goals outlined in the University Library ten-year plan:

The overarching goal of the University Library is to have the McHenry and Science & Engineering Libraries identified as the "Information Centers" of the campus. The libraries should be the "destinations of choice" for students, faculty, staff, and members of our greater community, integrating their research needs with intellectual interactions.

The Synergy lecture series is designed to provide a platform for exchanging ideas and showcasing the exciting research in science and engineering currently in progress at UCSC.

[home](#)  
[about the series](#)  
[upcoming lectures](#)  
[past lectures](#)  
[contact info](#)

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 Synergy

UCSC Library ■ UCSC Science & Engineering Library ■ UCSC Campus  
Updated: 23 March 2004. Contact: [Catherine Spahnar](#).

# 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



Equipment Delivery and Setup \$307

Chair and Lectern Rental \$129

Refreshments \$140

**Total \$576**

## One time Purchase:

Sticky Notes \$463



# 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