

Libraries of the University of Wisconsin–Madison

**A Statement of Progress and Possibilities
Spring 1999**



*Wisconsin in the Information Economy:
University of Wisconsin–Madison*

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“Education is integration.”

Alexander Meiklejohn



Introduction

Alexander Meiklejohn, head of the Experimental College of the university from 1929 to 1932 and internationally known educator, believed in a transformative approach to higher education. He recognized that:

- ◆ Knowledge and truth cannot be confined to narrow subject disciplines;
- ◆ Learning flourishes when there is sustained dialogue among students and faculty beyond the classroom; and
- ◆ The relevance of ideas in a democratic society must be continually considered and questioned.

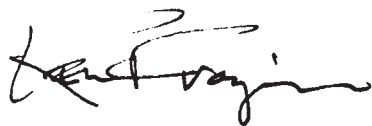
These ideas have considerable relevance in contemporary efforts to revitalize the vision of the university. They are also the ideas which are shaping the development of our libraries. Consider the university's strategic priorities:

- ◆ Encourage multidisciplinary research and teaching;
- ◆ Globalize the curriculum;
- ◆ Expand out-of-class learning opportunities;
- ◆ Enhance undergraduate learning with hands-on and research experience;
- ◆ Revitalize the tradition of two-way communication with the public; and
- ◆ Promote collaboration within and outside of the university.

In every instance libraries are proving essential resources for realizing these goals.

We have moved in recent years to integrate traditional printed knowledge with electronic resources and are national leaders in integrating the different and perplexing array of digital information into a coherent and useable whole. We are integrating teaching of critical thinking and research skills into every undergraduate's basic educational experience. And we are integrating the university's knowledge and information base with K-12 and state economic advancement initiatives.

In these ways libraries are quietly contributing to the quality of life to citizens, families, and businesses throughout Wisconsin and are participants in transforming not only higher education, but also the economic and cultural life of the state. We believe our efforts are helping Wisconsin prepare to embrace fully the possibilities of the new century.



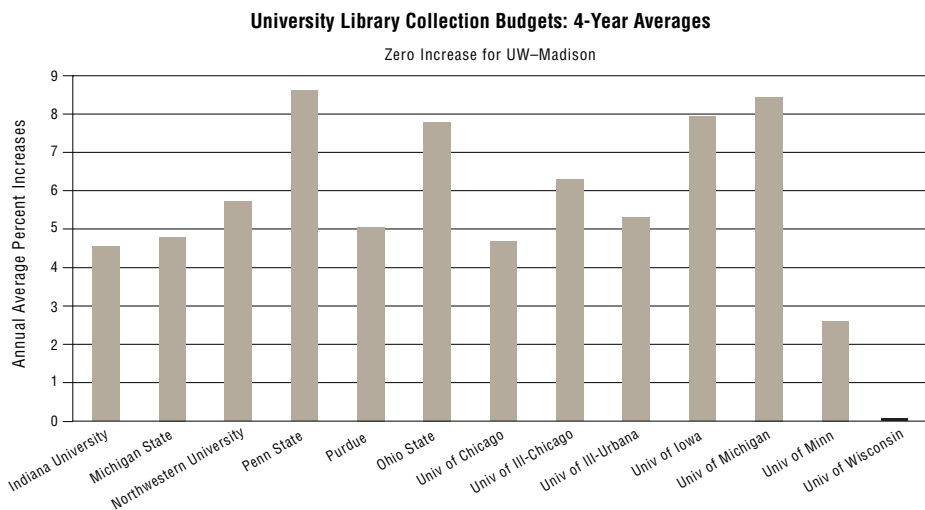
Kenneth L. Frazier
Director of Libraries

Mission

The mission of the University of Wisconsin–Madison libraries is to support research and teaching with information resources.

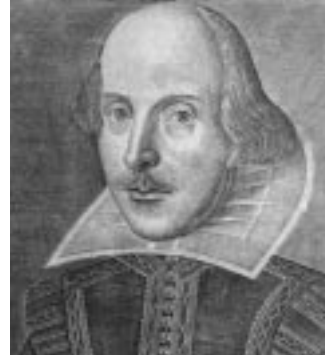
In the Past Ten Years...

- ◆ Print collection resources of campus libraries grew to more than five million volumes.
- ◆ Electronic resources burgeoned from a fledgling computerized catalog to a full, electronic library providing catalog, licensed full-text and citation databases, networked CD-ROMS, and Internet access in libraries, offices, and dorms and from anywhere in the world.
- ◆ In 1997 use of electronic information surpassed use of printed information in the collections.
- ◆ Access to electronic information resulted in increased use of all library resources. Use of print resources grew annually by more than two million between 1989 and 1996. Library gate counts are up by more than one million since 1992.
- ◆ Graduation requirements changed to include mandated information literacy instruction by librarians.
- ◆ Campus libraries became leaders in the development of consortial and cooperative arrangements with other campuses, extending the value for dollar provided by libraries to the state and its citizens.
- ◆ Libraries established new commitments to the Wisconsin Idea through information outreach services to businesses and organizations and through electronic projects bringing the rich resources of the state directly to the state's classrooms.



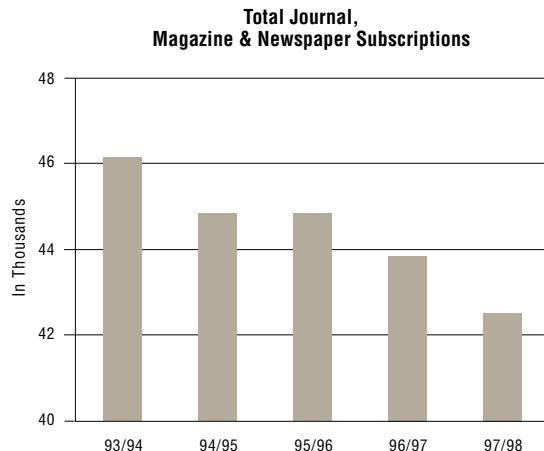
Print Collections

Pride in accomplishment best describes development of library print collections. But it is significantly tempered by recognizing unmet needs. Libraries have cancelled thousands of journal subscriptions in recent years. An information resource not only for the campus, but for the state, UW-Madison has seen a 64 percent increase during the 1990s of requests for books that it cannot fill from its collections. Reliance on print for authoritative knowledge and sustained discourse will continue into the foreseeable future.



Electronic Collections

Less than 5 percent of information needed in higher education is available free on the Internet. As a result, libraries must invest in expensive licenses for electronic information, especially in the areas of science, technology, and medicine. Our electronic library now includes more than 200 licensed databases, and the number will continue to grow. While campus libraries are leaders nationally in developing group arrangements to make effective use of collection dollars, we are increasingly stretched by large price tags on information and knowledge of value to research and teaching.

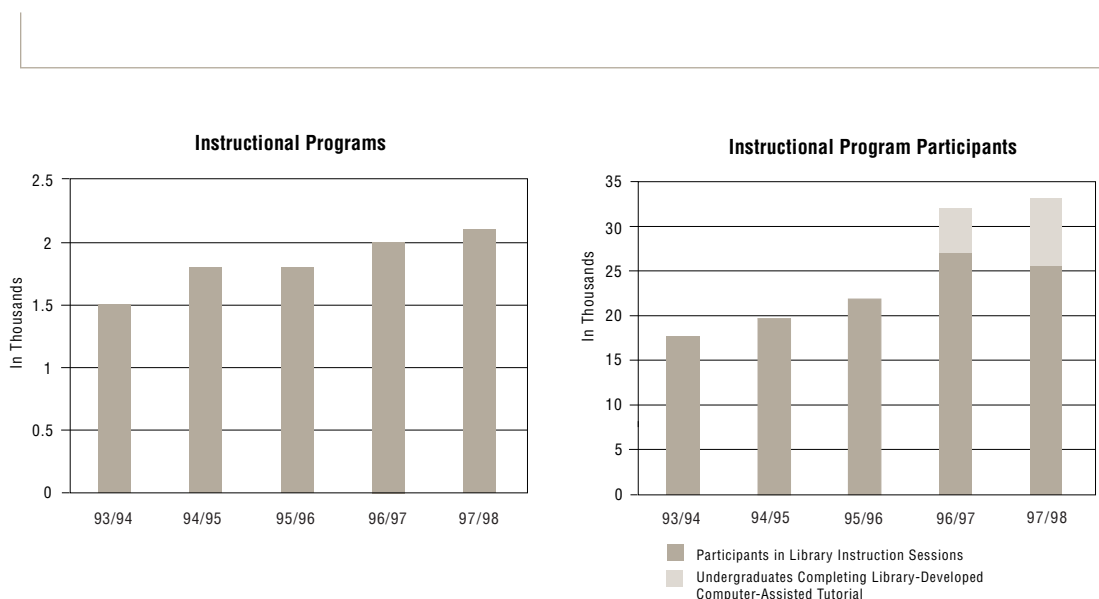


Information Literacy Instruction

Library expertise has been recognized as an integral component of a college education, and information literacy is now a requirement for an undergraduate degree. Librarians have stepped up to the challenge of teaching information seeking and critical evaluation skills in an increasingly complex world. More than 25,000 students attended 2,057 instructional sessions in FY 98. An online tutorial offered through the university's network is available to students at any time and has brought national prestige to the program.

Student Employees

More than six hundred students work in libraries of the General Library System each month. Students are responsible for opening and closing facilities, shelving books, answering questions from visitors, and, increasingly, for implementing automation projects. These projects include everything from creating digital texts to web pages. Students are important contributors to maintaining an ever-growing electronic library and can trouble shoot machine problems for staff. Research indicates that students who work in academic libraries have better university retention rates. We are actively mentoring our student assistants to provide information skills that will be life-long assets for them and for the businesses, organizations, and professions into which they are hired.



Service to Wisconsin Business and Industry

The Wisconsin Idea has spurred information outreach by libraries to Wisconsin's citizens since the 1920s. Today individuals and businesses throughout the state depend on UW–Madison campus libraries to provide knowledge critical for economic, cultural, and educational development. Library services filled almost 50,000 requests last year for information, including patent searches and biotechnology and medical research. All major state businesses—including the food, paper, and health care industries—rely on UW–Madison libraries.

Service to Citizens

Campus libraries last year provided more than 65,000 materials to state borrowers through interlibrary loans. Document delivery and lending operations are consistently among the top three in the country. The advent of computer technology has increased demands on UW–Madison libraries as the online catalog lets people know the variety and depth of available resources. In addition, in-person use of libraries by Wisconsin citizens is up more than 37 percent in the last five years.



Service to Undergraduates

While undergraduates use all campus libraries, they often gravitate to College Library, a facility and staff attuned to their special needs. College Library staff answer more than 300,000 questions per year. An active reserves system makes copies of expensive or out-of-print materials that are required reading for undergraduate coursework easily accessible. In addition, the library is creating an Undergraduate Gateway Collection of Electronic Texts with 24-hour access through the Internet.

Online Access to the Libraries' Catalog

MADCAT, the online catalog that was started in the 1970s in partnership with IBM, now provides access to 95 percent of the libraries' collections. A major push is on to make the collection completely available via computer by the year 2001. A recent grant from the Schoenleber Foundation will help the libraries reach this goal. The catalog became accessible through the Internet in 1996. It is available worldwide and is consulted more than 1 million times per year.

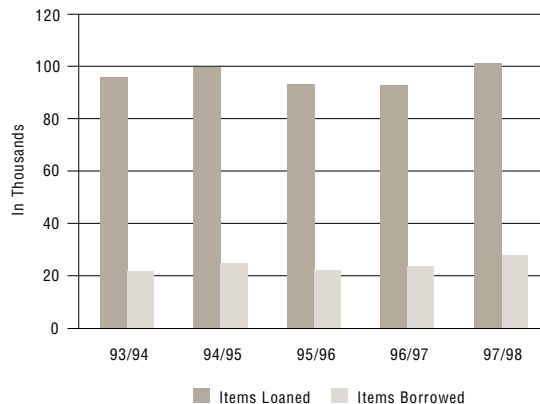
Wisconsin Electronic Reader



With a grant from the state Sesquicentennial Commission, and in conjunction with the State Historical Society of Wisconsin, the libraries have created an online storybook of Wisconsin history, which is available free over the Internet. The site contains more than 1,200 pages of documents and 2,000 photographs, many fragile and normally available only to

historians in their original state. The Reader invites users from across the state and around the world to explore through their fingertips the rich and varied road into Wisconsin's past. The Reader will go "on the road" as part of the university's sesquicentennial celebration later this year.

Interlibrary Loans



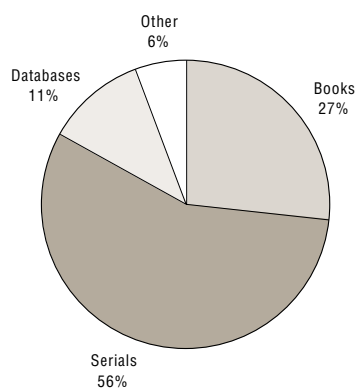
Parenthood Web Site

Dozens of essays by experts in various aspects of parenting have been brought together online by libraries in a project with the University of Wisconsin Press and Dr. Jack Westman, organizer of the recent conference, "Parenthood in America." The papers from the conference offer hands-on discussions of many of the problems facing parents and the nation today. Libraries provided expertise in the organization and dissemination of knowledge to make these timely essays available quickly and to the widest possible audience.

KIDS Report

The largest increase in users of campus libraries in recent years has been K-12 teachers. In response to growing demand, libraries are pleased to begin taking an active role in a national collaborative project funded through gifts and grants, the "KIDS Report." KIDS is an online library of sites which education-appropriate classrooms throughout the country have selected and reviewed as part of the curriculum. Topics vary from space exploration to American government to the Holocaust. KIDS provides a positive alternative to filtering in the nation's schools and libraries and has been selected by *USA Today* as a top new site.

1997/98 Total Collections Expenditures



Friends Activities

The Friends of the Libraries organization has played an important role in highlighting the role of libraries in the greater Madison community. An active schedule of lectures, semi-annual book sales, a grants program, a research fellows program, a volunteers program, and publication of a semi-annual magazine provide intersections for intellectual and creative efforts, opportunities for in-depth use of library collections, and occasions for thinking together about the life of the mind.

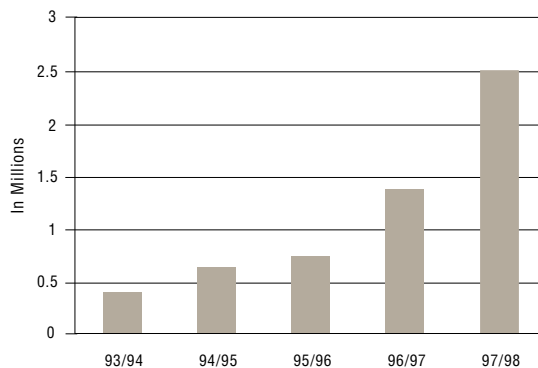
Exhibitions

The Department of Special Collections on the ninth floor of Memorial Library maintains a regular schedule of exhibitions based on wide-ranging collections of national and international scope and importance. These exhibitions are open to the public.

Recent topics have included the millennium, papyri and textiles from Byzantine Egypt, Italian newspapers and magazines from the 1920s to the 1940s, German posters, and American sheet music.



Database Use



Vision

Working together as a coordinated system, campus libraries will provide students, faculty, and staff with access to a truly great public university library collection and to a growing global network of electronic information resources. Implementing this vision requires the following:

- ◆ Barrier-free and timely access to the total information resources of UW libraries and electronic gateways to information resources via the Internet. This involves both information and knowledge and the resource sharing and delivery services that make them available;
- ◆ Collections developed as integrated, interdependent resources for university research and teaching. Resource sharing across the university system will provide cost-effective access to information for all UW students and faculty;
- ◆ Libraries as centers for collaboration, group study, and specialized instruction as well as repositories for collections;
- ◆ Support for distance education initiatives;
- ◆ Librarians who increasingly serve as information resource managers, as teachers who assist with new information systems and technologies, and who also help students acquire critical thinking and other vital information literacy skills;
- ◆ Increased information services to Wisconsin's citizens, businesses, schools, and government.





