EMBRACING DIGITAL TRANSFORMATION
Retooling, Retraining and Refocusing Service Delivery

2019 LIBRARY REPORT
We are pleased to present the 2019 report of the Atlanta University Center Robert W. Woodruff Library.

For the Library to remain a relevant part of the academic experience, we must be accessible, adaptable, inventive, digitally sophisticated, and keenly focused on providing and sustaining a customized blend of spaces and services that meet the needs of our ever-changing users.

The Library has just completed the fourth year of its five-year strategic plan and has moved well beyond the halfway mark for completing the objectives and milestones outlined in the 2015-2020 Strategic Plan: Building a 21st Century Learning Community: Extending Our Impact on Academic Success. Eighty-two percent of all strategic plan objectives have been achieved to-date.

The footprints of the AUC Woodruff Library’s digital transformation path have been evident throughout the past four years of the Plan, but have been most transparent during the 2018-2019 fiscal year as we continued to build the foundation that will enable us to be leaders in this area. After a complete overhaul of our IT and wireless network infrastructure, the Library fully staffed its Digital Services Department and was awarded funding to implement digital initiatives that lifted prominent Library Archives Research Center collections from boxes to bytes.

The Library ramped up its digitization efforts through dedicated staffing and resources. For example, space was re-purposed to establish a digitization lab. A Digital Scholarship Coordinating Committee (DSCC) was formed to work collaboratively with AUC faculty members and students to identify the services and resources needed to support the creation, analysis, publishing and dissemination of new scholarship using digital technologies.

As the AUC Woodruff Library moves into the next five years, our posture is not one of ‘standing ready,’ but we are actively transforming for the digital age so that we may continue to influence our users’ experience through innovation and efficiency.
MISSION, VISION & CORE VALUES

Mission
To provide the highest level of information resources and services in support of teaching and learning, scholarship and cultural preservation of the Atlanta University Center.

Vision
To reflect the excellence of our member institutions by being the first and best choice for our users in their search for information.

Core Values
• Quality Service for all Customers
• Competence in Services and Staff
• Respect for the Individual
• High Expectations for Performance

ABOUT THE LIBRARY

Established in 1982, the Atlanta University Center (AUC) Robert W. Woodruff Library serves the nation’s largest consortium of historically black colleges and universities, which includes Clark Atlanta University, the Interdenominational Theological Center, Morehouse College and Spelman College. In addition to the aesthetic benefits of this state-of-the-art facility, the Library has evolved into a model repository of information resources and a front-runner in the innovative delivery of digital resources.

The Library is also home to the Archives Research Center, which is noted for its extensive and unique holdings of materials on the African American experience, including the John Henrik Clarke Africana and African American Collection and the Henry P. Slaughter and Countee Cullen Memorial Collection.

In addition, the Library serves as custodian of the Morehouse College Martin Luther King Jr. Collection. The Library is a nonprofit corporation under the Georgia Nonprofit Corporation Code and operates exclusively for educational and charitable purposes as defined by Section 501(c)3 of the IRS Code. It is governed by a ten-member Board of Trustees.
LIBRARY BUDGET
FY 2018-2019

25% 
STUDENT RESEARCH RESOURCES & COLLECTIONS 
$2,313,754

46% 
STAFFING 
$4,800,425

29% 
OPERATIONS 
$3,017,521
• **2,416 items accessible in GLAM** (Galleries, Libraries, Archives and Museums) Center for Collaborative Teaching and Learning online portal, allowing consolidation, sharing and hosting of curated images from all AUC GLAM institutions in a single repository

• **Awarded two grants totaling $31,190** to improve Georgia's Natural, Cultural and Historic Organizations' disaster response and to improve health information literacy in the Atlanta University Center

• **116 AUC and Library-hosted events** held

• **16 new databases** added to e-resource collection

• **6,833 e-Books added** to pool of demand driven acquisitions titles

• **2,423 new works published** to e-scholarship repository

• **12 new collections donated** to the Archives Research Center

• **7 new collections processed** and made available for research, including the Walter Massey Papers and Oscar Harris Collection

• **11 new collections digitized and published** to e-scholarship repository, including Clark Atlanta University Panther, ITC Journal, Morehouse College Catalogs and Spelman Spotlight

• **7 digital exhibits curated**, including “Born to Rebel: The Life and Legacy of Benjamin E. Mays”

• **6 physical exhibits curated**, including “Voice Your Vote: The History of African Americans and the Right to Vote”

• **3 Travel Research Awards** given to researchers to explore the Library’s Archives Research Center collections

• **Library staff had 30 professional presentations**, 11 media interviews and seven publications

• **Library’s GuideStar nonprofit status upgraded** from Silver to Gold, meaning greater financial and operational transparency

• **13th consecutive year of clean financial audits**, with unqualified opinion rendered and no management comments
LIBRARY IN NUMBERS

<table>
<thead>
<tr>
<th>Category</th>
<th>FY 2018-2019</th>
<th>FY 2017-2018</th>
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</thead>
<tbody>
<tr>
<td>Resources Used</td>
<td>2,681,334</td>
<td>2,366,628</td>
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<tr>
<td>Full-text downloads and database searches</td>
<td>2,494,113</td>
<td>2,494,188</td>
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<tr>
<td>Collection Size</td>
<td>1,615,145</td>
<td>1,602,927</td>
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<tr>
<td>Physical &amp; Virtual Visits</td>
<td>569,578</td>
<td>593,065</td>
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<tr>
<td>Downloads of AUC E-Scholarship Resources</td>
<td>313,624</td>
<td>346,163</td>
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<tr>
<td>Shuttle riders served</td>
<td>136,584</td>
<td>147,385</td>
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<tr>
<td>User Engagement</td>
<td>34,019</td>
<td>49,096</td>
</tr>
<tr>
<td>Study Room Reservations</td>
<td>12,413</td>
<td>10,853</td>
</tr>
<tr>
<td>Visits to Archives Research Center</td>
<td>593</td>
<td>712</td>
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</tbody>
</table>

ENGAGEMENT

8,056 STUDENT POPULATION

INSTRUCTION

276 Sessions Taught

5,782 Students Impacted

ORIENTATION (NEW AND TRANSFER)

1,192 Students Impacted

RESEARCH CONSULTATION (1-ON-1)

Reference, On Call & Virtual

2,942 Students Assisted
## EXPANDING COLLECTIONS AND ACCESS

<table>
<thead>
<tr>
<th>Category</th>
<th>FY2018/19</th>
<th>FY2017/18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print volumes</td>
<td>348,386</td>
<td>353,574</td>
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<tr>
<td>e-Journals</td>
<td>155,193</td>
<td>145,246</td>
</tr>
<tr>
<td>e-Books</td>
<td>106,371</td>
<td>99,538</td>
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<tr>
<td>Archival e-finding aids &amp; Digital Exhibits (Page Views)</td>
<td>168,115</td>
<td>50,872</td>
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<tr>
<td>AUC Thesis and Dissertations</td>
<td>18,015</td>
<td>17,963</td>
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<tr>
<td>Total linear feet (lf) of Materials in Archival Collections</td>
<td>8,356 (lf)</td>
<td>8,214 (lf)</td>
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<tr>
<td>CD, Videos &amp; DVDs</td>
<td>8,496</td>
<td>8,477</td>
</tr>
<tr>
<td>Archival e-finding aids and digital exhibits (page views)</td>
<td>168,115</td>
<td>50,872</td>
</tr>
<tr>
<td>Databases</td>
<td>360</td>
<td>344</td>
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## TOP DIGITAL DOWNLOADS

<table>
<thead>
<tr>
<th>Content</th>
<th>2018/19</th>
<th>2017/18</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUC Electronic Theses and Dissertations Collections</td>
<td>221,132</td>
<td>280,689</td>
</tr>
<tr>
<td>Morehouse College Yearbooks</td>
<td>9,245</td>
<td>1,834</td>
</tr>
<tr>
<td>Yearbooks of Clark College and CAU</td>
<td>8,516</td>
<td>9,264</td>
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<tr>
<td>Spelman College Yearbooks</td>
<td>8,162</td>
<td>1,866</td>
</tr>
<tr>
<td>Journal of the Interdenominational Theological Center (ITC)</td>
<td>5,472</td>
<td>0</td>
</tr>
<tr>
<td>Spelman Messenger</td>
<td>4,697</td>
<td>1,250</td>
</tr>
<tr>
<td>Morris Brown College Yearbooks</td>
<td>4,277</td>
<td>743</td>
</tr>
<tr>
<td>Continuum: The Spelman Undergraduate Research Journal</td>
<td>3,124</td>
<td>864</td>
</tr>
<tr>
<td>Challenge Journal</td>
<td>2,682</td>
<td>3,160</td>
</tr>
<tr>
<td>Tupac Amaru Shakur Collection Conference</td>
<td>2,387</td>
<td>2,070</td>
</tr>
<tr>
<td>ITC, Audio Recordings</td>
<td>2,033</td>
<td>2,244</td>
</tr>
<tr>
<td>Morehouse Faculty Publications</td>
<td>1,910</td>
<td>1,530</td>
</tr>
<tr>
<td>Atlanta University Bulletin (Catalogs)</td>
<td>1,807</td>
<td>4,707</td>
</tr>
<tr>
<td>ITC photographs</td>
<td>1,745</td>
<td>2,577</td>
</tr>
<tr>
<td>AUC Robert W. Woodruff Library Staff Publications</td>
<td>1,619</td>
<td>757</td>
</tr>
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</table>
TOP STORIES OF THE YEAR

RADAR: NEW E-SCHOLARSHIP REPOSITORY
To improve access to the archival collections and scholarly works that are housed in our digital repository, we launched RADAR—an acronym that stands for Repository of AUC Digital collections, Archives and Research. This digital warehouse stores and provides access to all of the Library's online collections, including archival material, theses and dissertations, faculty scholarship and audio and video. It also boasts a user-friendly interface, responsive design and keyword searching across the repository. In addition, users are able to browse by AUC institution, decade or geographic location. Learn more at radar.auctr.edu.

BLOOMBERG FINANCE LAB
We launched our Bloomberg Finance Lab last fall to support the teaching and learning activities of Atlanta University Center (AUC) students and faculty in business, economics and finance-related programs. Equipped with 13 computer stations featuring Bloomberg Terminal software and an interactive Market Wall, the Bloomberg Finance Lab provides hands-on learning experiences and allows students and faculty to engage in real-world applications with software and services that are employed throughout global financial markets. Users are able to examine the principles of market structure and learn software programs that drive the financial marketplace. We hosted a ribbon-cutting ceremony to unveil the lab.
DIGITAL SCHOLARSHIP

Digital Scholarship is an interdisciplinary field that uses digital tools to foster new and innovative approaches to research, pedagogy, and publishing.

We have partnered, created, and helped facilitate digital scholarship throughout the AUC for years. However, we increased our capacity in this area in the 2018-2019 fiscal year by establishing the Digital Scholarship Coordinating Committee (DSCC).

The DSCC is a cross-departmental working group formed to identify, promote and develop our digital scholarship support activities and provide leadership and coordination for active projects to further research and pedagogy across the AUC community.

In addition, the DSCC works collaboratively with AUC faculty members and students to identify the services and resources needed to support the creation, analysis, publishing and dissemination of new scholarship using digital technologies. Projects include: Benjamin E. Mays Partnership with Morehouse College and Howard University to celebrate Dr. Mays’ 125th birthday and the Cascade Oral History Partnership with Clark Atlanta University. The GLAM Center for Collaborative Teaching and Learning is one of the most comprehensive ongoing digital scholarship projects conceived at our library. It is a partnership with Clark Atlanta University Art Museum and the Spelman College Museum of Fine Art.

OFF THE WALL

We were honored to participate in the city-wide Off the Wall initiative, which was organized by WonderRoot and the Atlanta Super Bowl Host Committee. Our mural—“Helping Hands” by popular muralist Muhammad Yungai—is one of 30 installed in Atlanta ahead of Super Bowl 53 that highlights the city’s civil rights and social justice journey. We hosted an unveiling ceremony and artist talk with Yungai to introduce the mural, which is installed on the exterior of our building, to the AUC and surrounding communities. Congressman John Lewis, who is featured in the mural, even stopped by our library to see it in person!
INCREASED VISIBILITY
We appeared in more than a dozen news outlets in the 2018-2019 fiscal year and even participated in an HBO documentary about the Atlanta Child Murders. These pieces highlighted our talented staff, new services and the numerous educational and cultural events we hosted. We reached the masses through stories published by the following: Associated Press, Atlanta Journal Constitution, Atlanta Daily World, Atlanta Voice, 11 Alive, Fox 5, CBS 46, KISS 104.1, WABE, Atlanta Studies and Saporta Report.

RENOVATED CAFÉ
We reopened our renovated eatery, Woodi Café, with great fanfare. With an expanded menu, modern furniture and flooring, and sleek lighting and fixtures, the farm-to-fork café serves nutritious and affordable items such as breakfast sandwiches, house-made pastries, chef-inspired soups and pastas and signature sandwiches and salads. We hosted a grand reopening celebration where we gave away gift cards and other prizes. Learn more at woodicafe.com.
BOARDs, COMMITTEES & PROFESSIONAL AFFILIATIONS OF LIBRARY STAFF (SELECTED):

Academy of Certified Archivists
American Institute of Certified Public Accountants
American Library Association (ALA)
American Management Association
American Theological Library Association (ATLA), Board Member
Association of College and Research Libraries (ACRL)
Atlanta/ Macon Private Academic Libraries (AMPALS), Chair
Atlanta Regional Council for Higher Education (ARCHE)
Code4Lib Southeast
Digital Library Federation
EDUCAUSE, Board Member
Edupicia, Board Member
GALILEO Interconnected Libraries (GIL), Users Group
Georgia Academy of Sciences
Georgia Archives Institute, Board Member
Georgia Center For Nonprofits, CFO Central
Georgia Library Association
Georgia Society of CPAs
HBCU Library Alliance, Digital Initiatives Committee
Heritage Emergency Response Alliance (HERA), Co-chair

Institute of Internal Auditors
Journal of New Librarianship, Peer Reviewer
Journal of Theological Librarianship, Peer Reviewer
Library High Tech Journal, Editorial Board
LYRASIS, Board Member and Audit Committee Chair
National Association of African Americans in Human Resources
National Association of College & University Business Officers (NACUBO)
National Black MBA Association (NBMBAA)
National Historical Publications and Records Commission, Obama Presidential Appointment
Online Computer Library Center, Inc. (OCLC), Advisory Group
Scholarly Communication and Open Access Working Group
Society of American Archivists
Society of Georgia Archivists, Board Member
Society for Human Resource Management
Visual Resources Association
BOARD OF TRUSTEES
2018 – 2019

Dr. Ronald A. Johnson, Chair
President, Clark Atlanta University

Dr. Mary Schmidt Campbell
President, Spelman College

Dr. David A. Thomas
President, Morehouse College

Dr. Edward Wheeler
President, Interdenominational Theological Center

Mr. F. Sheffield Hale, Member-At-Large
President and CEO, Atlanta History Center

Dr. Danielle Carr Ramdath, Member-At-Large
Associate Dean of the College
Dean of the Senior Class, Smith College

Mr. Henry G. Zigtema
Chair, Finance Committee
Partner, Ernst and Young, LLP (Retired)

Dr. Obie Clayton, Ex-Officio Member
Chair, Library Advisory Council
Director, Center for Undergraduate Research and Creativity (CURC), Clark Atlanta University

Ms. Sharon Davies, J.D. – Invited - Ex-Officio Member
Provost and Vice President for Academic Affairs, Spelman College

Mrs. Loretta Parham, Ex-Officio Member
CEO & Director, AUC Woodruff Library