Contents

Dean's Letter 1
Access 4-5
Collaboration 6-7
Innovation 8-9
Integrity 10-11
Respect 12-13
Service 14-15
Additional Numbers 16
Message from the Dean

Greetings from the University of North Carolina at Charlotte. North Carolina’s urban research university. I am Dr. Anne Cooper Moore, the dean of J. Murrey Atkins and the Hight Architecture Libraries.

The UNC Charlotte libraries offer a welcoming and accessible environment, and assume a constantly evolving role in the scholarly, cultural, and aesthetic identity of the campus community. As the intellectual heart of UNC Charlotte, we assist the campus in realizing its commitments to its constituents by developing innovative approaches to promote critical thinking, success, and lifelong learning.

Our goal is to facilitate discovery, spark creativity, and fuel innovation through well-trained and engaged faculty and staff, state of the art technologies, unique and regional collections, diverse collaborations, inspiring spaces, and world-class service. This publication serves as an introduction to our libraries, and we hope it provides a sense of our mission and the values to which we have committed. They are stated below and illustrated throughout in the tangible ways we demonstrate those values on behalf of the UNC Charlotte community.

Our Mission
The UNC Charlotte Libraries are the center of intellectual life at UNC Charlotte, North Carolina’s urban research university, advancing the scholarly and creative endeavors of the University and the greater Charlotte community by providing exceptional collections, spaces, services, and technologies. We inspire innovation, support research, and cultivate scholarship by connecting people, ideas, and resources.

Dr. Anne Cooper Moore
UNC Charlotte Libraries
Providing valuable support to students and the community

Librarians in Research & Instructional Services provide comprehensive assistance with all stages of the research process. They meet with students both in research instruction classes or in one-on-one personalized sessions. Atkins’ instructional service to the University is growing at a rate that outpaces enrollment growth, and provides valuable support to students new to academic research.

**COLLECTIONS**
Atkins library provides research materials to the university community in a variety of formats and media. Atkins’ collection currently includes subscriptions to more than 100,000 journals and 670 databases, houses more than three million print and eBook monographs, and provides access to more than 55,000 multimedia materials such as streaming video, DVDs, and CDs.

**POPULAR READING & DVDS**
Just inside the main entrance, the library provides a popular reading and DVD collection featuring current titles for the use of faculty, staff, students, and community borrowers.
eTEXTBOOKS
Each semester the library provides students with access to selected assigned textbooks, as eBooks, to ease the cost to purchase textbooks. On average, the library provides unlimited access to 125 eBooks each semester for 1,800 students. Students save $180K on textbook costs.

COMMUNITY MEMBERS
Members of the community are encouraged to discover the excellent resources available at Atkins Library, which is open to the public. Visitors may:
- Check out books with a Community Borrowers’ Card
- Use computers to access databases, online journals, and eBooks
- Use Government documents and Patent/Trademark resources
- View rare and unique materials in the Special Collections and University Archives, with a particular focus on the Charlotte area
- Obtain research assistance from trained professionals
- Enjoy stimulating exhibits and events for free.

We strive to provide effective, efficient, and permanent access to the library’s resources while embracing the principles of open access, fair use, and intellectual freedom.

For UNC Charlotte students and employees, Atkins Library is open 24 hours a day, 5 days a week, and over the weekend, too. Library assistance is available to students even during the overnight hours.
PERSONALLY SPEAKING
The Personally Speaking series, co-sponsored with the College of Liberal Arts & Sciences (CLAS) and held at the Center City building, engages the community in conversations about stimulating and relevant topics addressed in faculty-authored books. The series, which began in 2010, features four lectures per academic year.

UNDERGRADUATE RESEARCH
The UNC Charlotte Undergraduate Research Conference (URC) is a university-wide showcase of research projects completed by undergraduate students throughout UNC Charlotte. Sponsored by Academic Affairs, Atkins Library, the Charlotte Research Institute, the Honors College, and the Levine Scholars program, participation has grown each year since 2012.

ACADEMIC SUPPORT SERVICES
The library houses the University Speaking Center and a Writing Resource Center satellite office, as well as a variety of tutoring services. Locating these partners in the library allows students to get many of their academic needs met in one easily accessible location with convenient hours.

FELLOWS PROGRAM
The Atkins Fellows program is an eleven-week residential fellowship for students at the mid-point of their Library, Archives, or Information Science Masters program. It is designed to provide each Fellow who is selected with a work experience that is focused on professional-level tasks, with a high level of independence and creativity, while also supporting Atkins Library’s mission, goals, and initiatives.

MOTORSPORTS COLLECTION
Atkins Library developed a collection of books, magazines, oral history interviews, photographs and other materials to preserve the history and legacy of automobile racing in the region. Atkins acquired the Bryant McMurray motorsports collection in 2014, which contains approximately 500,000 photographs of motorsports races, personalities, and events shot between 1969 and the present, and spotlights a diverse range of participants who continue to fuel the sport.
We engage in meaningful partnerships both internally and externally.

CHARLOTTE INITIATIVE
In the spring of 2015, Atkins Library was awarded UNC Charlotte’s first Andrew W. Mellon Foundation grant to study the current eBook Academic Market focusing on user experience, licensing guidelines, and course use of library-purchased eBooks. The grant project brings together libraries, publishers, and other interested parties from all over the US and Canada.

LIVING CHARLOTTE PROJECT
Living Charlotte: The Postwar Development of a New South City is an electronic portal to more than 40,000 pages of documents and 150 oral history interviews that highlight the enormous economic and social changes that occurred in the Charlotte region from 1944 to 1987. Living Charlotte was made possible by funding from the federal Institute of Museum and Library Services under the provisions of the Library Services and Technology Act (LSTA), and resulted from a collaboration between Atkins and the Robinson-Spangler Carolina Room of the Charlotte Mecklenburg Library and Inez Moore Parker Archives at Johnson C. Smith University.
Providing creators with innovative workspaces

TECHNOLOGY SUPPORT SERVICES
Technology Support Services provides tech equipment lending and research and design workspaces to facilitate innovation in Atkins Library. It provides support in the use of the Library’s technologies and spaces including the Makerspace and Multimedia Production Studio. The Desk’s support staff handles 3D and plotter print requests, manages equipment lending, and assists with questions about Technology Support Services.

The Multimedia Production Studio is equipped with hardware and software to support high quality media production. Features of this space include:

- Multimedia lab
- Audio/visual equipment
- iPad Minis
- Laptops
- Adobe Creative Cloud software applications

We foster a climate that encourages creativity, experimentation, and adaptability.
COMING SOON
The Visualization Lab is designed as a rich platform for performance and exhibition of digital and physical production. The anticipated space will feature immersive, interactive displays to both exhibit research data and facilitate a work environment for collaboration and discussion of new ideas.

KIOSKS
Atkins’ kiosks are designed to give students flexibility and convenience when reserving study rooms, looking at library floor maps, or chatting with librarians to find desired resources. Students use a nearby self-check machine to check out items instead of visiting the Circulation Desk.

The Makerspace is designed to promote technological experimentation, idea prototyping, and hands-on collaboration. This space encourages self-directed learning through features such as:

- LEGO wall
- Whiteboard wall
- 3D printing
- Large format printing
- Electronics development hardware
Maintaining an open dialogue with students

The Student Library Advisory Board meets monthly to advise the Student Body President and Dean of the Library on student needs related to Atkins Library. The Board also provides a way for the library to communicate with students about changes and opportunities, and to solicit feedback about our plans, services, and spaces.

The Faculty Advisory Library Committee gives faculty representatives from all seven Colleges an opportunity to serve as advocates on campus for the library, and to give their input on library planning and priorities. Student representatives serve on this committee as well.

Atkins uses easels and rolling whiteboards to get quick feedback from students on a variety of issues, including furniture and space configurations.

Before Valentine’s Day 2016 Atkins collected love and breakup letters from the students to the Library. Students were encouraged to write their thoughts and feelings about Atkins--positive and negative--on large post-its and to put them on the boards provided. Overall there were about 80 “letters” collected--mostly positive.

We are strong advocates for honesty, transparency, accountability, and openness.
Atkins identifies problems and informs recommendations through quantitative and qualitative data gathered from users to improve service effectiveness, efficiency, engagement, error tolerance, and ease to learn. In the 2015-2016 academic year, the Library tested six services with tasks-based testing, card sorting, surveys, paper prototyping, and focus groups.

We conduct usability tests that allow us to analyze the efficiency, desirability, and functionality of physical and digital services.
Providing resources for a high-impact learning environment

PAWS FOR EXAM THERAPY
Atkins brings certified therapy dogs to the library during intense study periods. Students spend time with the calming dogs as a way to relieve some stress while they study for tests and write papers.

EXAM BREAK
In another opportunity for students to take a break and de-stress from cramming for exams, students are invited to stop by a designated room in the library for snacks and refreshments (tea, hot chocolate, etc.) and to unwind and play games.

ATKINS SPACES
UNC Charlotte students study all over the campus, not just in the library. Atkins Library and the Office of Classroom Support have teamed up to redesign underutilized spaces into extraordinary collaboration zones. Hallways, lobbies, alcoves, and rooms in and around academic buildings can be remodelled into high-impact learning spaces called Atkins Spaces. The first Atkins Space opened in the Duke Centennial Building in 2016.
J. Murrey Atkins Library and the Office of Adult Students and Evening Services (OASES) in partnership with the ANSWER Scholarship program established a Family Friendly Library Room as a designated safe space for adult students and their children to thrive educationally. The materials, toys and technology in this room present learning opportunities for children to enhance motor skills and facilitate literacy skills. Children can play and learn alongside their parents as they study.

We focus on the needs of our users and constantly improve all aspects of our operations.
Providing students with resources for success

ASK ATKINS
Ask Atkins provides library, research, and technology assistance to students, faculty, and staff at four service desks and via live chat, email, phone, and text. Throughout the library and through various communication methods, students have access to excellent service and support for their work in the library.

VENDING
A vending machine offering study supplies located on the first floor encourages students to focus on their work without making a trip to the store.

ITS DESK
A walk up service desk on the main floor provides access and support for core campus technologies.

CHARGING STATIONS
Several charging stations are located throughout the library to keep devices such as laptops, iPads and cell phones charged. Students set a combination to lock their charging device while they study. The charging stations are extremely convenient for those spending long hours in the library.

VARIETY OF INSTRUCTION
Librarians use a variety of innovative teaching methods in library instruction to enhance learning and integrate information literacy into the curriculum. Beyond simply demonstrating research tools, Atkins’ librarians help students learn to search, read, think, and contribute in an engaged and iterative research process.
ROAMERS
The Roaming Service at Atkins Library meets patrons wherever they are in the library to answer questions or provide assistance. The service’s objective is to increase staff visibility while decreasing the anxiety patrons often experience approaching desk-based library professionals. Designed to be highly visible and accessible, Roamers are easily identified by their bright lime green t-shirts and lanyards. They also carry a tablet that allows them to quickly look up library policies and events, find a book, give directions using campus maps, and connect patrons with subject librarians.

We are dedicated to excellence in customer service.
ADDITIONAL NUMBERS | JULY 2015 - JUNE 2016

- Students Instructed: 5,546
- Questions Answered: 33,168
- Laptops Circulated: 27,312
- Items Circulated: 332,935
- TOTAL LIBRARY VISITORS: 1,374,882
- Interlibrary Items Loaned: 24,902
- Webpages Viewed: 1,606,136
- Study Rooms Reserved: 64,202
Events & Exhibits

Harry Golden: A New Biography
Author Talk and Panel Discussion
October 6th, 2015

Visualizing Science: Microscopic Images from UNC Charlotte
Scientific Art Exhibit
November 11th - December 9th, 2015

From DNA to Beer: Harnessing Nature in Medicine & Industry
Exhibit
February 8th - March 20th, 2016

Living Charlotte: Discover Postwar History of a New South City
Talk and Reception
June 30th, 2016