In my first teenage job (other than mowing lawns—back in New York there’s enough water for lawns!) I was a page in our village library. When it was time for an adult job, I spent the first 29 years of my career as a scholar and academic leader in another world-class public university. I’ve always been passionate about service to the public, and about the opportunities for information professionals to improve the world around them. Thus, I was humbled—and a bit giddy—to be offered the opportunity to serve as University Librarian on one of the best campuses in the world.

The Berkeley Library—like the University—is one of the best in the world! But we’re in the early days of the information age, and there are amazing opportunities to support education and research through new and improved information services. I see five main areas of critical advancement for the Library:

First, students, faculty and alumni have access to a vast flood of information—historical and current, text, audio, visual and numeric—at their fingertips, from anywhere at any time. But, to be useful, a flood of information requires much higher levels of information fluency. We need information professionals more than ever to help people figure out where to find the best information, evaluate its authenticity and credibility, understand how to manage and manipulate it to answer questions and solve problems, and how to communicate their own information in a multi-media, always-on world.

The Jane K. Sather Campanile is a symbol of the university’s lofty vision and enduring contribution to California and the world.

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OUR NEW LIBRARY LEADER ON “POSSIBLE DREAMS”

In effect, everyone needs to be their own librarian and information scientist and communications director! And so everyone needs the expertise of modern librarians to teach them advanced information literacy, to support them and consult with them during their learning, research and problem-solving journeys. The library can and should provide the leadership for a collaborative, campus-wide program in information literacy education, not just for freshmen, but for all undergraduates, graduate students and faculty.

A second exciting opportunity is to work with the UC California Digital Library, and with leading academic libraries around the world, to develop new shared digital collections and resources that fulfill the centuries-old dream: making all of human knowledge available to all humans at all times. This is now a possible dream: the technology is feasible. Berkeley can be a leader in the efforts to make this possible dream a reality.

Third, the world is also on the brink of a revolution in the generation of new knowledge, new scientific discovery, and societal problem solving through the use of “big data.” But the new sciences of data are also in their infancy. It’s not enough only to know how to manipulate and analyze large, rapidly changing data sets. We need expert data curation and management services to collect, organize, select, document and preserve data so that they can be reliably used and re-used. The library can provide leadership in data services.

Jeffrey MacKie-Mason joined Berkeley as its University Librarian in October. He previously served as dean of the School of Information at the University of Michigan, where he also held joint faculty positions in information and computer science, economics and public policy. “For the past 20 years,” MacKie-Mason says, “I’ve dedicated my research, teaching and academic leadership career to understanding and improving how people use information, with technology, to improve individual lives and society.”

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Our assets as we tackle these ambitious but possible goals include possessing one of the best academic library collections in the world. And Berkeley’s special collections, largely in the Bancroft Library, are remarkable. But I think just as important, especially for the future, is the quality of the information professionals that Berkeley has been able to attract. From what I’ve learned so far, the academic and non-academic library staff are creative and dedicated to the mission of supporting the best education and research available anywhere.

“The Berkeley Library can be a world leader in developing new ways of sharing research that increases access so that the entire world can benefit from new discoveries.”

And lastly, the library as place is a crucial element. The libraries on campus can be cross-roads for connected, networked learning. They should be vibrant places that support group projects, innovation, and exploration. In particular we need a major renovation of Moffitt Undergraduate Library, to make it a world-class, innovative, learning meet-up space. The first phase began this summer, but we need to raise the funds to complete the remaining 60% of the vision. If we do, Berkeley will have a meaningful information commons, a lively hub of collaboration and learning that will enormously improve the undergraduate experience.

Our major challenge to attaining these goals is, frankly, money. Public funding for public higher education has fallen dramatically over the past decade. If we as citizens won’t restore support through taxes, then the future of world-leading public education and scholarship depends on us supporting it through our philanthropy. We can’t expect parents and students to continue paying ever-increasing tuition to make up for ever-decreasing public funding per student—not if we want Berkeley to remain the best of the best.

The mission of the library is really all about service: providing information access and supporting information use. To provide that access in part requires building wonderful collections to which access is possible, but increasingly important is providing assistance, education, creative problem-solving and vision for how to help people use information to make the world a better place. Berkeley has a staff who do that, and Berkeley has an amazing student body and faculty with whom we can work. It really is an exceptional place.”
HALLOWS EVE
A Century at the Campanile

Never just an ivory tower, or a monument, the Campanile is a trusty landmark, a familiar friend, a treasure trove of history, a music box, a guardian, a solace and a thing of great beauty. The Jane K. Sather Campanile is the lively center of attention in 2015 at the University of California, Berkeley. The more than 300-foot-tall bell tower, a famous landmark with a colorful history, is 100 years old. A Campanile 100 website (campanile.berkeley.edu), carillon concerts, an essay contest, classroom projects, a University Archives/Bancroft Library exhibit, special banners flying throughout campus, and Campanile-shaped lapel pins for 2015 graduates all are part of the yearlong celebration.

Happy 100th Birthday!
During Cal Day 2015, aerial dancers from Bandaloop cavorted on the Campanile.
A beloved UC professor of history, and a key influence in American history. His bequest of $50,000 in July 1879 established the construction “…of a library building for its Academic uses to pass with the opening of the Moffitt Library in 1970.

MAY TREAT MORRISON
$500 - $999

The Alexander F. Morrison Library was made possible by a significant gift from his widow, philanthropist May Treat Morrison, both members of the Class of 1878. In contributing her husband’s book collection to the Library, Mrs. Morrison was assured of knowing that the books that had been her delight and enthusiasm of A.F. Morrison’s life could serve no finer purpose than to stimulate a love of reading in the students of his University.

JOSEPH C. ROWELL
$500 - $1,499

A member of the class of 1878, he was appointed as the first full-time University Librarian in 1875. Rowell served in that role until his death in 1904 and became the first University Archivist, a post he held for an additional 19 years. Under Rowell’s care, the Library grew from a small, 13,000-volume library to over 1 million volumes in 1935, establishing it as one of the foremost research libraries in the United States.

JAMES KENNEDY MOFFITT
$5,000 - $19,999

A graduate of the class of 1886 and a UC Regent, James Moffitt is known for his long and generous service to the Library. He established an endowment fund for collections in 1897 that remains in use today, and at his death, bequeathed the Library his personal collection of books.

ROBERT GORDON SPROUL
$1,000 - $2,999

During Sproul’s tenure as its 13th President (1910-1928), the University of California rose to a position of great eminence among the universities of the world. His statement about the Library remains true today: “The Library is the heart of the University...The intellectual growth and vitality of every school and every division, of every professor and every student, depends on the vitality of the Library.”

HENRY MORSE STEPHENS
$500 - $999

One of the earliest major contributors to the University Library, in 1873 Michael Reese first supported collections in economics and politics. His bequest of $10,000 in July 1873 established the Library’s first endowment fund, a fund to purchase books for the collections in perpetuity. The Reese Library Fund is still being used today as a major source of collections support.

CHARLES FRANKLIN DOE
$250,000 - $499,999

Impressed with the impact that the Alexandria Library in Egypt had on the civilization at that time, Charles Doe pondered ways to support the founding of a major library in California. His bequest of $50,000 in July 1879 established the construction of a separate building, subject to the State’s approval. Bacon also gave his book and art collection to be used today as a major source of collections support.

CLARK KERR
$250 - $499

At his death in 1904, he left a quarter of his estate (nearly $600,000) to the Regents of the University of California, for the construction “…of a library building for its Academic...The Library remains true today: “The Library is the heart of the University...The intellectual growth and vitality of every school and every division, of every professor and every student, depends on the vitality of the Library.”

HENRY DOUGLAS RACON
$100,000 - $249,999

Robert G. Sproul, in honor of influential individuals in the history of the Library and the University. Over the years, their support of collections and programs in the Library has enabled it to grow into one of the world’s great research libraries. Gifts in any amount are always greatly appreciated.

PHOEBE APPERSON HEARST
$5,000 - $9,999

The Estate of Earl “Fatha” Hines

ROBERT GORDON SPROUL
$1,000 - $4,999

OVER THE LIBRARY

The following honor roll recognizes gifts received between July 1, 2014 and June 30, 2015. These gifts enable the Library to continue serving the University and the community. Donations of books and collections enhance the Library’s intellectual resources and ensure a bright future for the Library. The following honor roll recognizes gifts received between July 1, 2014 and June 30, 2015.
He and his wife serve on the board of the Orphaned at Columbia University, where he earned an MA. Ricardo later received the Alfred P. Sloan earned a BA in both economics and sociology from Berkeley. He was inspired to give, he says, due to the transformational nature of UC Berkeley education. "I was influenced by many people," he says. "Some of the people who told me to give back and inspire others were Prof. Emeritus John L. Heilbron, Tamra and John Hege, Adele M. Hayutin, Joseph C. Hager, Ph.D., Mr. and Mrs. Bradley Barber, Bancroft-Clair Foundation, James R. Bancroft, Edward "Ted" Friedel, Mr. J. Arthur Freed, Bruce and Edna Foreman, Mrs. Barbara Binsacca Bowles, Prof. Emeritus Joan D. Grossman, John Gilmore, Christina M. and John R. Gillis, Mr. and Mrs. Alan E. Negrin, A. Kirk Field and Marcia C. Field, Lucy Rau Ferguson, Ph.D., Mr. and Mrs. Peter C. Thomas, Tesoro Corporation, Professor and Mrs. Randolph Starn, Robert Janopaul, Leon E. Jackson and Steven L. Isenberg, Dr. Sheila M. Humphreys, Edward "Ted" Friedel, Dr. Kenneth D. Riemer, Helen and Allan Ridley, Neville and Lila S. Rich, Skip Rhodes, Dr. Judith Ann Wilhite, Western Union.
Warm, witty, and rewarding un такtable star power, Rita Moreno entertained a crowd of over 200 Library friends in January at the annual Luncheon.

In the ornate Heyns Reading Room in Doe, Moreno read from the rapt crowd her New York Times bestseller, a memoir, portraits of facets of her life ranging from her idyllic Puerto Rico childhood to the trials and excitement of a young starlet’s life in Hollywood.

A longtime supporter, Moreno is one of the few performers (and the only Hispanic) to win an Oscar, Grammy, Tony and two Emmys. Her new album of all-Spanish songs will be released this fall.

After Moreno’s talk and a spirited encore with the crowd, guests moved to the grand North Reading Room for a catered luncheon with Russ Ellis, professor and vice chancellor emeritus.

Luncheon in the Library

Rita Moreno, artist trustee on the Library Advisory Board, with Russ Ellis, professor and vice chancellor emeritus.
Panther Party. is currently directing a biopic about rapper Tupac Shakur. Recently relocated to the Bay Area with his wife, Franklin
Filmmaker, and the IFP Spirit Award for Best Director. Critics Association, the MTV Movie Award for Best New
which earned him an award from the Los Angeles Film
seemed to be the center of all the political movements,
Franklin describes his years on campus from 1967-71
switched to theater arts.
school led to a scholarship to UC Berkeley, where he
many other directing, screenwriting and acting credits

Feeling the Love

Exam time brings high pressure on a competitive campus like Berkeley. The libraries are ground zero with students hitting the books. Along with a focused environment for study, rich print and digital collections, and expert staff, the Library supports students in a less traditional way—the intense stress relief offered by petting a friendly dog.

Appreciative student comments on the Pet Hugs experience include:

“Maybe my dog just got better.”

“I’ve been so stressed out, I feel a lot better now.”

“I love being able to pet this puppy.”

Scientific studies confirm that interacting with an affectionate animal can lower blood pressure and reduce anxiety.

University Health Services coordinates the Pet Hugs program with a local nonprofit, the Animal Rescue Foundation.
A smash of Mark Twain's dispatches as a young newsman in San Francisco and have been discovered and pieced together in Mark Twain's Papers. General editor Bob Hirost says that Twain at that age—29—was “utterly free, not encumbered by much of anything else, and he shaped his mind and does speak his mind. These things are wonderful to read.”

While many of Twain's letters were in back issues lost to fires, scholars picked through archives of other documents as “a San Francisco teeming with stray dogs, runaway horses, live chickens, corrupt officials, ruined businesses, fires, and more. These things are wonderful to read.”

A stash of Mark Twain's dispatches as a young newsman in San Francisco has been discovered and pieced together in Mark Twain's Papers. General editor Bob Hirost says that Twain at that age—29—was “utterly free, not encumbered by much of anything else, and he shaped his mind and does speak his mind. These things are wonderful to read.”
Registration to remember the University in your estate plans. With a retirement charitable gift annuity through the University, you receive fixed payments for life, while taking a sizeable tax deduction now. Payments are guaranteed by the UC Berkeley Foundation—not tied to the volatility of the stock market—and a portion is tax-free.

Last year the Library was grateful to receive a generous bequest from Nancy Reavis, who earned a BA in political science from Berkeley in 1983. The gift of over a million dollars is for the Bancroft Library, which hosts our special collections. It will be used in part for the Center for Tebtunis Papyri.

Reavis was a lifelong resident of San Mateo County, primarily in Menlo Park, where she was born. Several of her earlier gifts to the Library were in memory of her mother. Reavis held a law degree from Golden Gate University and died at age 54 of cancer.

The University Library is most grateful for her generous gift, which reflects her understanding of the Library's central importance for faculty and students. Our Gift Planning Office can provide consultation for the best means to support the Library through your estate. Contact David Duer for more information at 510/642-6795.
The University Library raised $86,323 from 230 donors. We placed 8 out of 31 units for the overall 2014 Big Give, and are proud proof of it.

To all of you who participated in the 2014 Big Give in any way, we offer you a hearty BIGTHANKS.

Thursday November 19 is the second daylong campaign, and we’re asking for your help to make it even bigger. Together we can keep the Library and the University in the top tier worldwide!
EXHIBITS

at the Library

EXCEPTIONAL EXPOSITIONS
Environmental Design Library, 210 Wurster Hall through December 16, 2015
check lib.berkeley.edu for hours

Exceptional Expositions presents the architecture and landscape of two world’s fairs held in the San Francisco Bay Area, the Panama Pacific International Exposition (PPIE) of 1915 and the Golden Gate International Exposition (GGIE) of 1939. Original architectural and landscape drawings, photographs, and ephemera are on display. The Bancroft Library’s exhibit on the PPIE will also open in October 2015; please see bancroft.berkeley.edu for details.

“NOTHING ABOUT US, WITHOUT US”:
THE 25TH ANNIVERSARY OF ADA
Bernice Layne Brown Gallery, Doe Library through February 12, 2016
check lib.berkeley.edu for hours

The Americans with Disabilities Act (ADA) was signed into law on July 26, 1990, by President George H.W. Bush. The ADA is one of America’s most comprehensive pieces of civil rights legislation that prohibits discrimination and guarantees that people with disabilities have the same opportunities as everyone else to participate in the mainstream of American life—to enjoy employment opportunities, to purchase goods and services, and to participate in state and local government programs and services. The exhibition draws on the history of the disabled, the activism of the 1970s, and events which led to the passage of the ADA.

LIBRARY EVENTS AND EXHIBITS can be found at lib.berkeley.edu/give.
ALL ARE FREE AND OPEN TO THE PUBLIC.

give@library.berkeley.edu