

# FIAT LUX

As students find new ways to learn,  
library learns to adapt

*by Cathy Cockrell, Public Affairs*



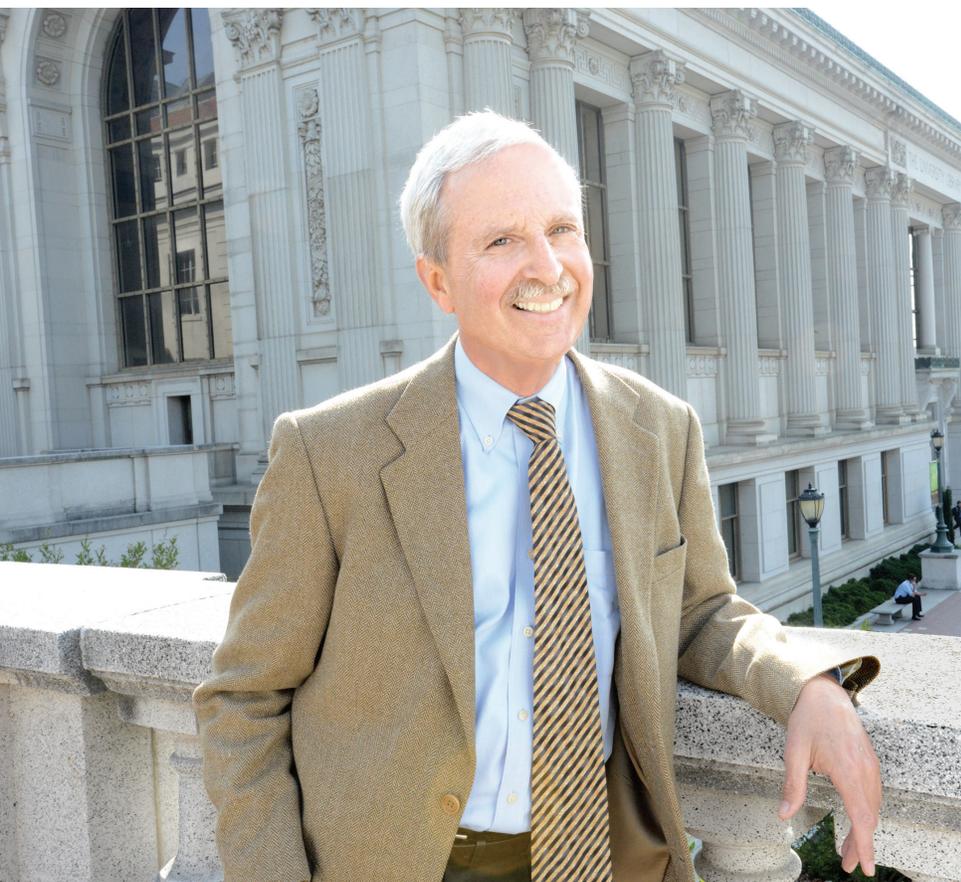
At Berkeley's Moffitt Undergraduate Library, staff have been known to linger in the area just beyond the main entrance, carefully observing when and how students use computers and printers, study alone, work in groups, even whether they choose to perch on a tall chair or settle into a low one.

The redesigned Information Gateway in Moffitt Library has become very popular with students. New books line the walls on easy-to-browse shelves.

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FROM TOM LEONARD, THE KENNETH AND DOROTHY HILL UNIVERSITY LIBRARIAN

## “Fahrenheit 451” would be more costly today



When Ray Bradbury wrote “Fahrenheit 451,” the horror story of a world without books, his financial challenge was having enough dimes to feed a typewriter in a University of California library. People with bright ideas in Berkeley libraries today need a bit more help.

The good news is that campus libraries are getting new funding. Tapping several sources, UC Berkeley is coming up with a \$6 million investment.

The first reason to cheer is that faculty, students and administrators listened to each other about libraries and agreed on where we should be headed.

Two years ago, after the collapse of state funding at the university, librarians

at UC Berkeley outlined choices facing the campus. These were unsettling, changing the way smaller libraries were to work and accelerating the shift already underway from paper to digital materials. As we shared our thinking, our users made trenchant points but often talked past one another. They were indeed close observers, but they often lived different library lives. And the proposal to change the look and feel of libraries led many users to stand their ground.

The report from the faculty Commission on the Future of the UC Berkeley Library, released last semester, looks deeply into the different communities that use research librarians for different purposes. Scholarly communication itself, the faculty noted, needed a stronger hand from libraries and faculty working together — or else the research record could disappear and new knowledge would be lost: a modern version of “Fahrenheit 451.”

While the commission worked, the Library was rolling out new services and finding partners that fit the needs being articulated in this discussion. All examples on my list depend on the renewed support for career professionals now employed at Berkeley’s libraries, as well as the 500 student workers who power daily operations.

# IT STARTS HERE

Berkeley's excellence is founded on its library. Opened in 1868 with one thousand books, the University Library now holds over eleven million volumes, and ranks as one of the world's great research collections. Join us in supporting the growth and preservation of this stellar library.

- We made scanning in the libraries free, and will soon begin loaning laptops.
- High-performance computing will be more available to our users, with the help of campus technology departments.
- We made it possible for a book checked out of one library to be returned at any library.
- In Moffitt, we paired more powerful computers for student use with a lounge that shows off our new books in all fields.
- We have spent donor funds to start the infrastructure that will allow Moffitt hours to be longer and we have already greatly expanded the hours of Doe.
- Public programs on East Asia as well as cutting-edge work on "big data" (see p. 5) are being welcomed into Doe Library.
- The Social Welfare and Business libraries are poised for change to fit their dynamic curricula with a new sense of community.
- We formed the team that will revise our web sites by next summer.
- With the Chancellor's help, the new Campaign for the Berkeley Library will give the long-suffering habitués of Moffitt the study space they deserve.

When the new funding is fully available and we have hired experts to turn more of the ideas into reality, the library will indeed be better able to be the "jewel" that the campus community and administration value so highly.

*To read the response or the Commission's report, visit [evcp.berkeley.edu/news/commission-future-uc-berkeley-library-report](http://evcp.berkeley.edu/news/commission-future-uc-berkeley-library-report)*

## CAMPUS REINVESTS IN THE LIBRARY

In January, new funding for the Library totaling up to \$6 million was announced, returning campus support to its levels of a decade ago. The reinvestment will enable the Library to hire professional librarians, expand collections, develop an online course on library literacy, and increase the hours of Moffitt.

With contributions from the Chancellor's discretionary fund, and from deans and faculty, the new model demonstrates how widespread campus support is for the Library's continued excellence.

## \$5 MILLION DOLLAR GRANT ANNOUNCED

A five million dollar grant from Lisbet Rausing and Peter Baldwin has been awarded to the University Library. The funds will be used for the Library's core functions, collection building and dissemination. Lisbet Rausing '84 is a Swedish historian of science and a philanthropist. In 2011-12, Rausing was the Una's Lecturer at the Townsend Center for the Humanities. Among her many publications is a noted article on the future of libraries, "Toward a New Alexandria," published in *The New Republic* in March 2010. Her husband, Peter Baldwin, is professor of history at UCLA.

# Richard and Valerie Herr



A highly-regarded professor at Berkeley for over three decades, Richard Herr notes that he entered academia “by accident.”

His plan had been to join the Foreign Service, but a three-year delay intervened while his first wife, who was Spanish, was waiting to become naturalized. In the meantime, he attended graduate school at University of Chicago, and soon realized that he had found his calling—the study of modern Spanish and French history.

A legion of grateful students and many well-received books testify to his achievements in teaching and research. The Library’s Regional Oral History Office created an oral history about his life—including his childhood in Guanajuato, Mexico, near the mine that his father headed—and his distinguished career at Berkeley.

Along with a wealth of archival research, his books display a first-hand understanding of Spanish culture, thanks to his travels and lengthy sojourns in that country. The Spanish government has awarded him two medals for his writings.

His wife’s academic interests overlap with his, since her graduate work at Berkeley included economic research in nineteenth-century Spain.

She earned an M.A. in demography in 1968 and a Ph.D. in geography in 1977.

Valerie’s professional life included teaching and applied demographic research at the University of Birmingham, U.K., and some years with UC Santa Cruz. As a life-long social scientist she has been particularly active with groups focused on women’s health and reproductive rights. Music has always been her passion, and she calls her middle-age conversion to the cello and to Prometheus, a local orchestra, a master stroke of genius—or just plain good luck.

## LIBRARY DEVOTEES

“The Library is your main instrument when you’re a historian,” Richard says, “and I have always been very devoted to it.”

Richard has enriched the Library’s collections through gifts-in-kind—donating parts of his specialized collection on Spanish and French history, including items given to them by friends in Spain that would not otherwise be accessible to the Library. He also donated letters written by his parents during the Mexican Revolution of 1910 – the type of unique primary document that makes the collections a treasure trove for students and researchers.

## THE GOOD LIFE

Richard and Valerie’s definition of a good life centers on being useful and supportive. Reflecting on the joys of his life, Richard speaks about teaching; his pleasure in the successes his students have had; and his books, especially *The Eighteenth-Century Revolution in Spain*.

Valerie notes her appreciation for the advantages they have enjoyed in their lives. “By chance of history and culture, we have had so many wonderful opportunities. For example, my education in England was made possible by a public education program that had just been enacted. I was only the second person in my village to attend college. What amazing luck!” ☀

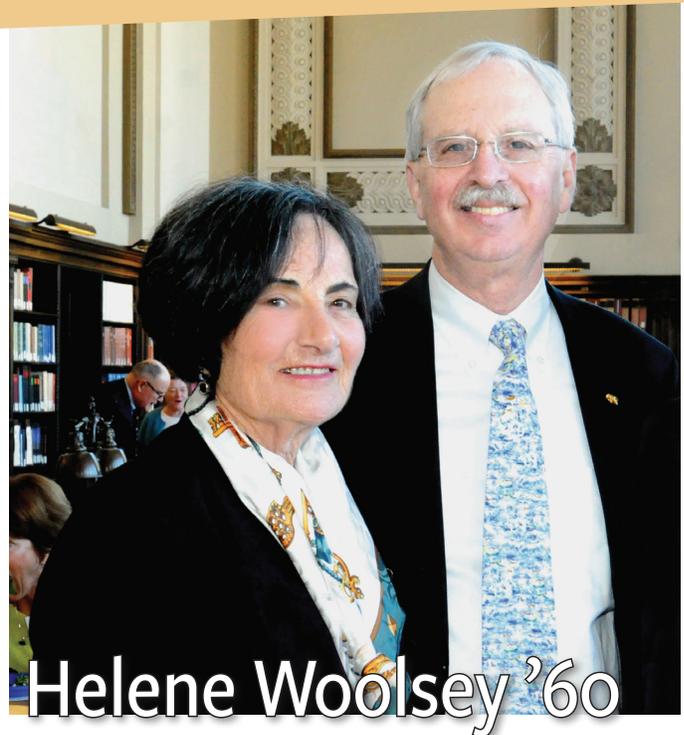
## HARNESSING BIG DATA

In a world awash in data, UC Berkeley is meeting the flood head-on by establishing a new institute to support faculty, researchers and students in mining this information in areas as diverse as astronomy and economics, genetics and demography. The Library is partnering with the ambitious initiative by providing space for the new institute in Doe Library, near the North Entrance.

The Berkeley Institute for Data Science is made possible by grants from the Gordon and Betty Moore Foundation and the Sloan Foundation, which together pledged \$37.8 million over five years to three universities—UC Berkeley, the University of Washington and New York University—to foster collaboration in the area of data science.

The new Institute, opening later this year, will offer Data Science Fellow positions, support for graduate students, short courses, boot camps, hack-a-thons and other activities.

Erik Mitchell, Associate University Librarian and Director of Digital Initiatives & Collaborative Service, says that what he finds fascinating about the project is that “researchers, students and community members from a wide range of domains are asking common questions about how we can best leverage our data, research tools and people to accomplish even better research. The fact that these questions will be asked within one of the great libraries on campus seems very appropriate.”



Helene Woolsey '60

“Without a good library,” Helene Woolsey '60 says, “it would be almost impossible to get a good education.”

Recognizing the value of libraries as repositories of learning available to all, she and her late husband, William H. Woolsey, established an endowment for the University Library. The endowment is currently supporting the Moffitt Library. Helene (shown above, with Tom Leonard) also donated family papers to the Bancroft library.

Helene graduated from UC Berkeley in 1960 with a B.A. in psychology. She taught school and worked in educational research, prior to enrolling in law school in her thirties. She practiced law in Santa Cruz County. Now retired, she enjoys music, painting, the study of languages, travel and visiting family.

Helene notes that she arrived at Berkeley as a transfer student from Cornell University and wrongly assumed that as a public university, Berkeley would be easy. It was a welcome surprise to find the excellent quality and the demands of a Berkeley education—for which, she says, “I am ever grateful.”

She continues, “I am immensely proud of the UC system; the depth and the excellence of the education offered to its students. I see the library as an important component of the University’s intellectual life. A great university must have a great library and I am delighted to support it.” ☀

# “THE BEST PEACHES IN THE WORLD”



In January a crowd of over 200 Library friends gathered for our annual Luncheon, eager to hear from the guests of honor: Mas, Nikiko, and Marcy Masumoto, America's foremost peach farming family. The Masumotos presented an engaging talk about their farm, recipes and life experiences.

Author of celebrated books such as *Epitaph for a Peach* and *Wisdom of the Last Farmer*, David “Mas” Masumoto '76 is recognized as a cogent commentator on American agriculture. Recently released, *The Perfect Peach: Recipes and Stories from the Masumoto Family Farm* was co-authored by Mas with his wife Marcy and daughter Nikiko.



After the talk, peach jam-tasting, and book signing, guests moved into Reference Hall and North Reading Room for a catered lunch and conversation with friends new and old.

Author and professor emeritus Maxine Hong Kingston, with Earl King and Mas Masumoto.

# Logan gift elevates Berkeley's stature in field of photojournalism

A relationship that began in 2002 with David Logan's out-of-the-blue phone call to a Berkeley librarian has resulted in an unparalleled gift of photography books, including rare works by Walker Evans, Robert Frank, and others. The collection includes full runs of major photography periodicals, such as a pristine set of Alfred Stieglitz's *Camera Work*, America's most important serial of its time.

Art history librarian Kathryn Wayne, who was David Logan's first contact at the Library, remembers "how much he enjoyed talking to front-line librarians, and how deeply he loved books." The gift from the Reva and David Logan Family Foundation includes his documentary photography collection of over 2500 books and journals, along with funding for new acquisitions, a curatorial assistant to support the collection, and the remodeling of a Bancroft Library seminar room that will house the collection.

Jack von Euw, Bancroft's pictorial curator, notes that "with approximately eight million pictorial items, The Bancroft Library's holdings are second only to those at the Library of Congress. The Logan gift brings Berkeley's scholarly resources for the study of photojournalism and documentary photography to the national forefront." The collection will be used by students and researchers in the fields of journalism, history of art, art practice, and history, among others.

The Reva and David Logan Family Foundation, which made this gift, has also been a longtime donor to the Graduate School of Journalism,



supporting investigative journalism and now photojournalism as well—through a new professorship, gallery and lecture series. Adjunct Professor Ken Light, director of the school's photography program, comments that Mrs. Logan and her family have been concerned to "create an environment to help the next generation of photographers and journalists understand the power and humanism of the visual image."

David Logan, who died in January 2011, was a prominent Chicago investor with a deep love for the arts. His wife Reva died in 2013, and their three sons administer their foundation.

University Librarian Thomas Leonard said, "The Logan family built an outstanding collection that shows how the camera changed the way we see the world in books. The Bancroft Library dates back to the earliest years of this new visual language in the 19th century and is proud to make the Logans' rare volumes a showpiece today." ☀



In the new Gateway, upgraded computers feature productivity software. The goal is to provide the best possible computing services to students, and to identify Moffitt as a technology innovation hub.

*continued from page 1*

Their interest in undergrads' study habits is anything but idle. A multi-year upgrade of Moffitt is underway, and how students choose to use its resources is shaping plans for the future.

Major renovation of Moffitt is set for 2015. In the meantime, library staff have been introducing smaller-scale changes, including a new information gateway and reading lounge, which opened this year on the building's main floor.

The lounge is ringed by 2,000 new books on a wealth of subjects, attractively displayed in their book jackets, as in a bookstore, and available for check-out. Popular seating options include a movable work surface that students can pull up to an armchair to create a small study desk.

“We want the library to energize students and help them use their time productively. Comfortable seats and Internet access are key ingredients,” says Associate University Librarian Beth Dupuis.

Nearby, students have access to a premium computing experience: 30 fast iMacs, some with extra-large monitors suitable for working on graphics projects and one designed specifically for students with disabilities. While that's fewer computers than in the past, the extra space, in response to popular demand, is now configured for students' personal laptops.

The information gateway also features free digital scanning, reduced-price printing and —starting this semester— a laptop and digital-tablet check-out service, designed to “empower

students who don't own these devices, and encourage digital literacy," says Associate University Librarian Erik Mitchell. The new service makes 20 MacBook Air laptops and 10 iPads available to students for use in the library or elsewhere.

*“Moffitt is a first stop for entering students, teaching them the depth of what's available to them in the Library. Investing in Moffitt will transform it into a space where students can be really productive in ways that meet the demands of a 21st century education.”*

— Beth Dupuis, *associate university librarian*

Students seem more than happy with the changes. As the new information gateway was launched, visits to the library were on the rise by some 28,000 a month, to nearly 118,000. The area has gone from being a “dead zone” at times, notes Dupuis, to “jam-packed” for most of Moffitt’s 18-hour daily schedule.

To take a peek at further improvements in store for Moffitt Library — from technology labs to flexible event spaces, collaborative-learning areas to quiet zones — see [moffitt.berkeley.edu](http://moffitt.berkeley.edu). ☀

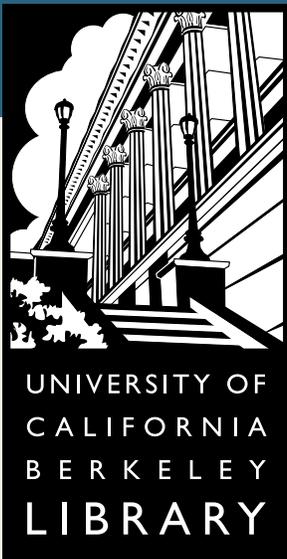
— reprinted from “Letter Home,”  
a publication from *Cal Parents*, spring 2014



Moffitt’s Information Gateway features a new books display perfect for browsing, together with upgraded computers and a variety of solo and group seating choices. The books include all new titles for Doe and for Moffitt, and encompass a variety of disciplines.



Sammy Mehtar '16, who is majoring in public health, watches an ecology webcast with a friend. The new Gateway allows students to collaborate and learn together more easily.



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FIAT LUX, or LET THERE BE LIGHT, is the motto of the University of California. The Fiat Lux newsletter of the Library at the University of California, Berkeley is published quarterly by the Library Development Office, University of California, Berkeley.

Your feedback and suggestions are warmly invited. You can reach us at (510) 642-9377 or [give@library.berkeley.edu](mailto:give@library.berkeley.edu)

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# THEN & NOW



Berkeley alumni tend to remember the Library with great affection. They commend its vast collections, incredibly helpful librarians, and the privileged space for quiet study. Many also speak of romances or friendships that blossomed out of a chance encounter in the stacks, in one of the subject specialty libraries, or across a study table in one of Doe's great reading rooms. Although a survey has not been performed, anecdotal data suggests that not a few student relationships had their origin in the Library. These photos are meant to honor all the friendships formed at UC Berkeley—connections that have immeasurably enriched the lives of so many alumni over the years.



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at the Library

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ALL ARE FREE AND OPEN TO THE PUBLIC.



## PORTUGAL'S CARNATION REVOLUTION: APRIL 25, 1974 Bernice Layne Brown Gallery, Doe Library through September 2, 2014

**check [lib.berkeley.edu](http://lib.berkeley.edu) for hours**

April 25, 1974 marked the end of the Estado Novo dictatorial regime and the beginning of Portugal's democratic process. This exhibition commemorates the fortieth anniversary of the country's bloodless military coup and transition from dictatorship to democracy. When the population descended into Lisbon's streets to celebrate, soldiers put carnations in the barrels of their guns and tanks, signaling that there would be no violence. A poem by Ary dos Santos—the poet of the revolution—translated here for the first time into English, weaves throughout the exhibit cases. It is accompanied by dazzling reproductions of artwork by António Pimentel, and black and white images by documentary photographers such as Alfredo Cunha and Carlos Gil.

## COMICS, CARTOONS, AND FUNNY PAPERS: THE RUBE GOLDBERG, PHIL FRANK, AND GUS ARRIOLA ARCHIVES AT BANCROFT

**The Bancroft Library Gallery  
through May 2014**

**check [lib.berkeley.edu](http://lib.berkeley.edu) for hours**

Phil Frank's long-running cartoon strips *Travels with Farley* and *Farley* have recently joined the drawings of Rube Goldberg, one of UC Berkeley's best-known alumni, and of Gus Arriola, creator of the ever popular *Gordo* strip, at the Bancroft Library. In addition to the work of these cartoonists, the exhibit features comics by underground artist Dan O'Neill, creator of *Odd Bodkins*, and Lou Grant, editorial cartoonist for the *Oakland Tribune* from 1954 to 1986. The show will highlight both the topical and the timeless nature of the cartoon, one of the oldest forms of visual art known to mankind.

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