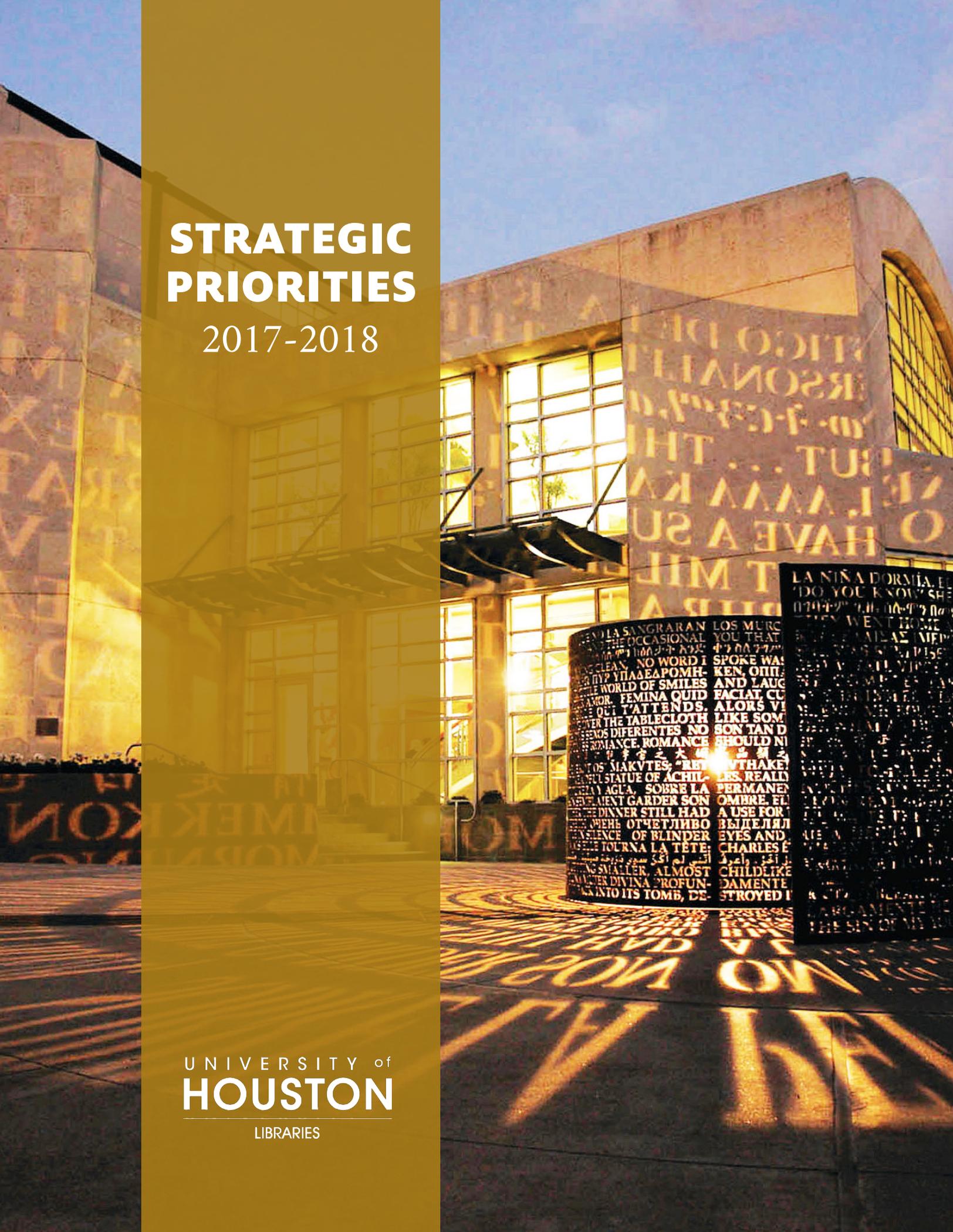


# STRATEGIC PRIORITIES

2017-2018

UNIVERSITY of  
**HOUSTON**

LIBRARIES



## Vision

A community nurtured by curiosity and creativity that drives lifelong learning and scholarship.

We accomplish this vision through our values of:

- **Partnerships & Collaborations** to enrich services locally and expand our impact globally.
- **Excellence in Collections** with national prominence, by engaging diverse audiences and providing seamless discovery of, and access to, these cornerstone collections.
- **Curiosity & Experimentation** through innovation and development of new ideas, programs, services, tools and technologies that spur excellence in our community.
- **Communication** about the value of our services, resources, expertise.
- **Diversity & Inclusion** providing spaces, services, programs and resources that promote and value diversity, and are accessible to all.
- **Continual Improvement** of our processes, services and programs.
- **Excellence in Service & Staff** cultivating a diverse, stimulating, and supportive environment to attract the very best talent and encourage continuous development of knowledge and expertise.

## Every great city deserves a great university, and at every university's core is a great library.

Great university libraries influence our lives and impact our future. They are distinguished by the unique roles, special collections, and customized services only a university library can provide to the community it serves. This role is increasingly important because of the transformative power of information to unleash human potential. In a diverse urban

city, like Houston, every person's potential can be elevated and the economy fueled by simply having a leading public university library woven into the fabric of the community.

Lisa A. German  
Dean, Elizabeth D. Rockwell Chair



## UH Libraries Building the Library of the Future!

In this new digital era, UH Libraries has taken on a greater and more multifaceted role in the business of knowledge. Managing our evolving world of “global connectivity,” the big data universe that includes videos, geo-based information, books, and digitized images of art, manuscripts, periodicals, sounds, music, and more, presents an information age paradigm. Information is limitless; but without context it can become misinformation.

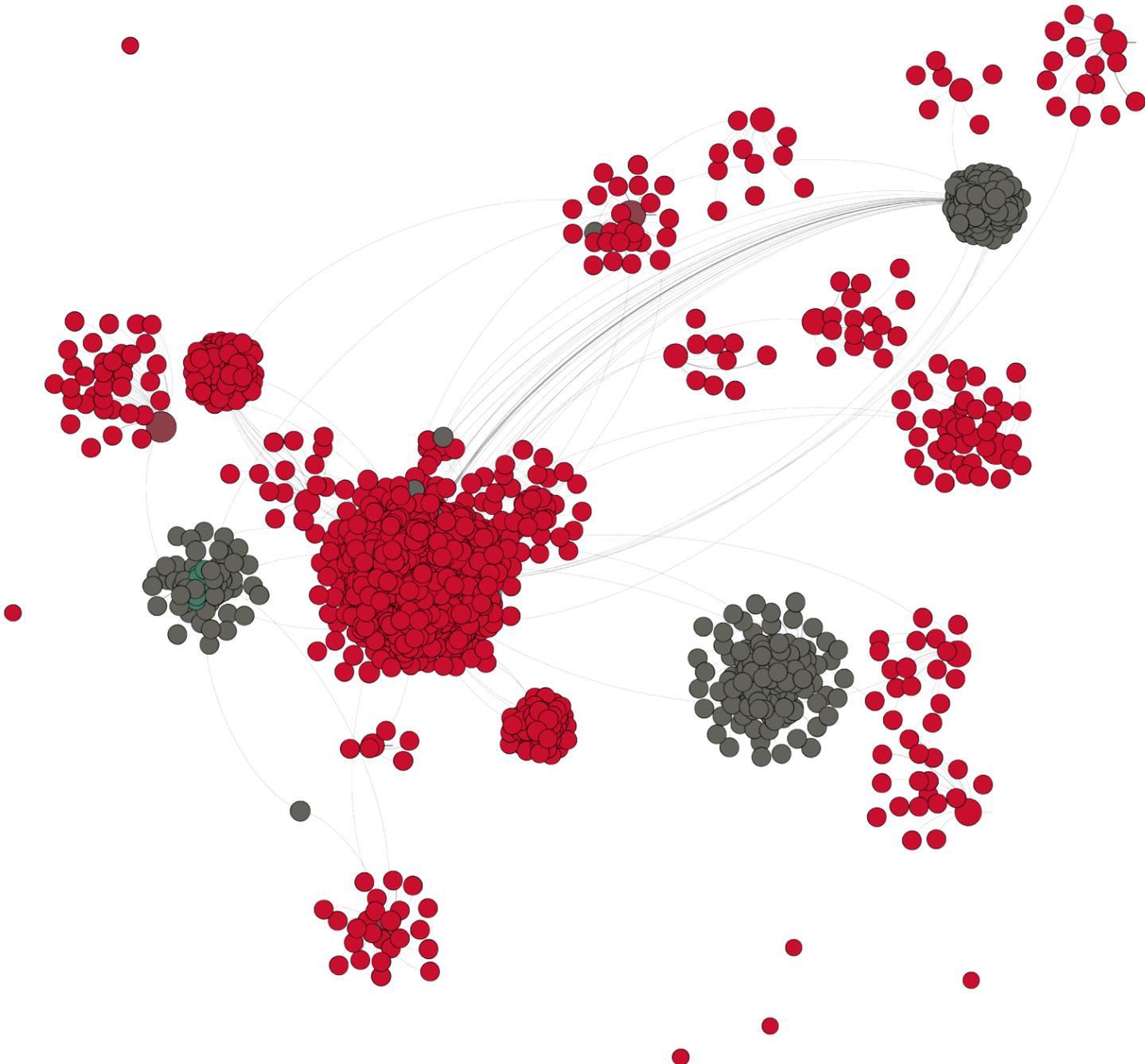
## The Information Powerhouse Fueling Lifelong Learning & Scholarship

Serving as a knowledge resource to the public, the University of Houston's mission involves building partnerships across UH, and with other educational institutions, community organizations, government agencies, and the private sector to serve the region and impact the world. Key UH Goals (National Competitiveness, Student Success, Community Advancement, Local & National Recognition, and Competitive Resources) can be realized through the growth and enhancement of UH Libraries, and of UH Libraries' Special Collections. Information builds knowledge, fuels ideas, and transforms lives. As a center for knowledge, UH Libraries' role has increased in scope to include mentoring students about the best ways to synthesize information and present new ideas in ways that are both compelling and comprehensible. The ability to gather disparate bits of information into cohesive new thoughts and communicate them to others is an essential cognitive skill that UH Libraries endows into our community, shaping a community of lifelong learners who enhance human potential and knowledge enterprise. The quality and capacity of Houston to thrive rests squarely on UH Libraries' ability to achieve an ambitious vision that serves our city and its people, fostering a community well positioned to make a positive impact on our future.

## The Transformative Power of Philanthropy

All great cultural and learning institutions, libraries included, succeed because donors know that their funding is deeply valued, transformative, and critical to community success. We have embarked upon a physical and technological transformation. We are introducing new spaces and resources that serve to inspire lifelong learning in UH

students and faculty, to educate and inform everyone in the greater Houston region. We do this to enhance University of Houston's goal to become the primary engine of social, economic, and intellectual development for our region, and we do it by focusing on the following priorities.

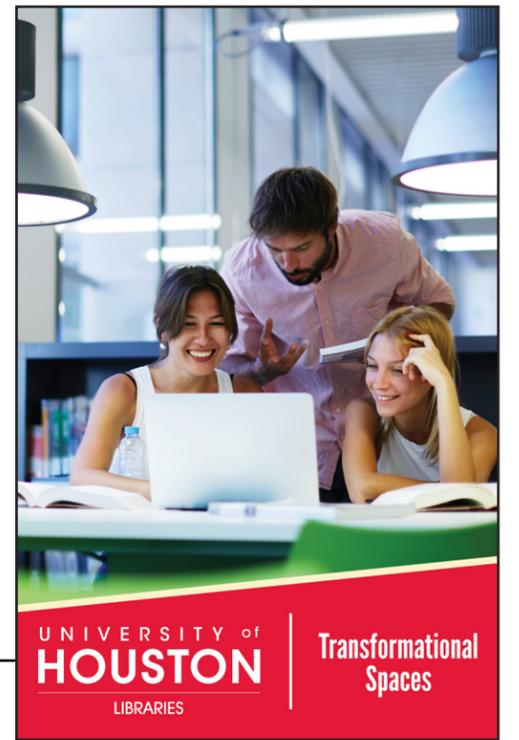


## UH Libraries' Philanthropic Initiatives under the new Strategic Plan:

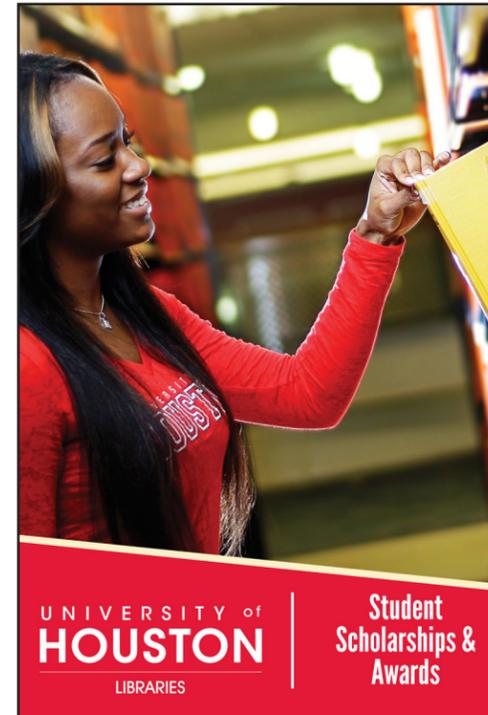
**Transform UH Library Spaces to Reflect Evolving Modes of Learning & Scholarship** by assuring that physical and online services and spaces are designed to be accessible to all; integrating the physical and online user experience to enable intuitive, rapid discovery of services and spaces; creating exhibit spaces to engage the community with special collections, traveling exhibitions, and student and faculty work; and to develop hands on creative spaces that enable interdisciplinary learning and research.

### Transformational Spaces

Dana Rooks – Campaign Committee & Cabinet Member  
Lee Hilyer – Head of Informational & Access Services



UNIVERSITY of  
**HOUSTON**  
LIBRARIES | Transformational  
Spaces



UNIVERSITY of  
**HOUSTON**  
LIBRARIES | Student  
Scholarships &  
Awards

**Position UH Libraries as a Leader in Student Success** by developing robust services and learning programs that address growth in online and blended learning environments, facilitating deep learning experiences and critical thinking skills. Students learn by doing. Scholarships and awards empower our students and transform their lives.

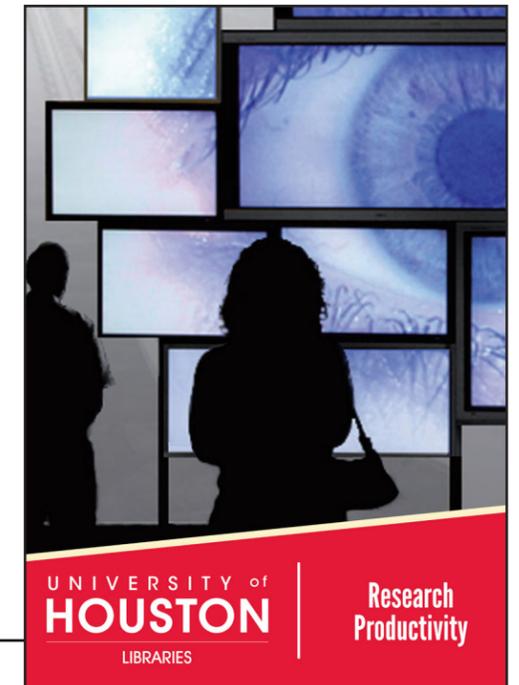
### Student Scholarships & Awards

Gail Burns - Campaign Committee & Cabinet Member  
Marilyn Myers – Associate Dean for Academic & Research Services

**Position UH Libraries as a Leader in Research Productivity** so that our community will prosper from having a nationally competitive public research university in its midst. And, so we can better prepare students to envision the future, emerge as leaders, and launch careers that will transform the world. Exciting opportunities exist to move libraries further into the digital age.

### Research Productivity

Santi Thompson, Head of Digital Research Services



UNIVERSITY of  
**HOUSTON**  
LIBRARIES | Research  
Productivity

**Assure the Quality and Relevance of our Collections for our Campus and Global Communities** by leveraging partnerships that enable flexibility in collection management while being known for our collections locally and nationally, and globally.

The Libraries' collections are key to the University's national competitiveness and embody the intellectual identities and research ambitions of our campus communities. Unique Research Collections form the core of UH Libraries Special Collections, allowing us to identify and respond to the social and cultural challenges affecting our community's quality of life through education, research, and service. The availability of these collections' rare and unique cultural artifacts to students and the public leads to vibrant outreach programs that engage Houstonians in the collections, encourages more active faculty and graduate student research, more frequent undergraduate class visits to the collections, and furthers grants for research and study of these subjects.



**Mission**

The mission of the Carey Shuart Women's Research Collection is to gather, organize and promote materials that tell the story of the many unique, talented, and leading women, and women's organizations, which have shaped our city, our state, and our country. Such a collection will be reflective of women whose work transformed their community both locally and nationally, and will serve as a powerful legacy of women leaders for future generations to come.

**Shuart Women's Research Collection**

Carey Shuart - Campaign Committee & Cabinet Member

Vince Lee, Archivist

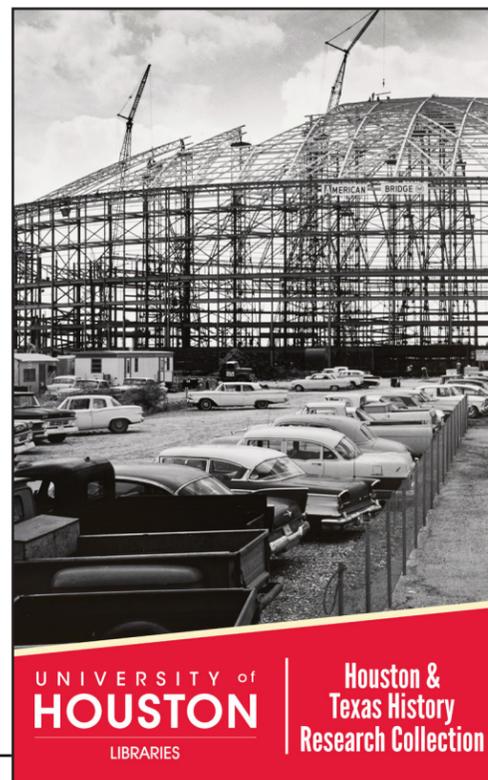
**Mission**

The mission of the Houston & Texas History Research Collection is to highlight the elements that have made Texas and Houston important to our nation and the world, while documenting its role in shaping our future. We do this by fostering high-impact scholarship, and offering abundant and compelling resources that engage and empower the community at large. Our mission supports everyone in the Greater Houston Region and our community of alumni, students, teachers, authors, thought leaders, entrepreneurs, visiting scholars, historians, cultural buffs, and other members of Houston's vibrant and multicultural community, while helping to fulfill UH's ability to educate creative leaders with a future vision that is grounded in the past.

**Houston & Texas History Research Collection**

Gene and Carol McDavid – Campaign Committee & Cabinet Members

Vince Lee, Archivist



**Our Special Collections include:**

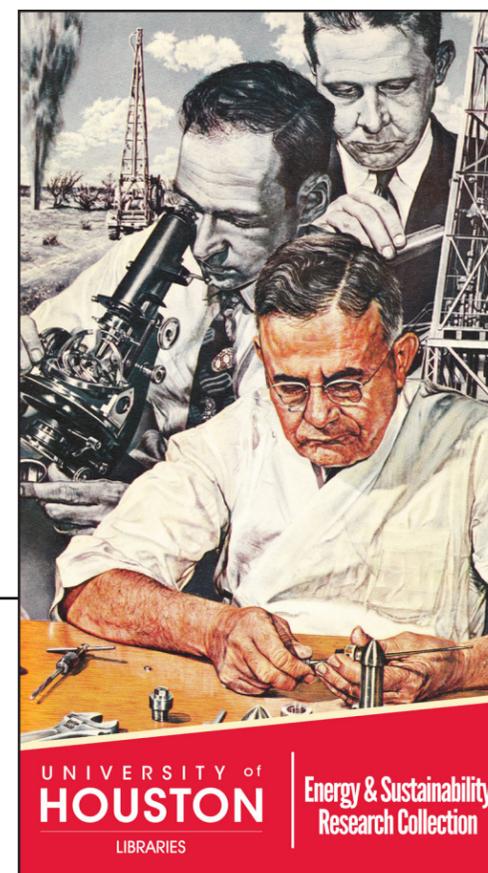
**Mission**

The mission of the Energy & Sustainability Research Collection is to acquire and promote materials representing the entire energy spectrum; the history, people, development, distribution, exploration, and consumption of resources that fuel human activity. We accomplish this mission by assembling a comprehensive collection of energy and sustainability related materials that support national and international research, and recording the history of these essential endeavors. Our mission supports the Greater Houston Region and our community of alumni, students, teachers, authors, thought leaders, entrepreneurs, visiting scholars, environmentalists, and other members of Houston's vibrant and multicultural community by helping to fulfill our promise as creative, and informed global leaders in energy and sustainability.

**Energy & Sustainability Research Collection**

John Hofmeister - Campaign Committee & Cabinet Member

Christian Kelleher, Head of Special Collections



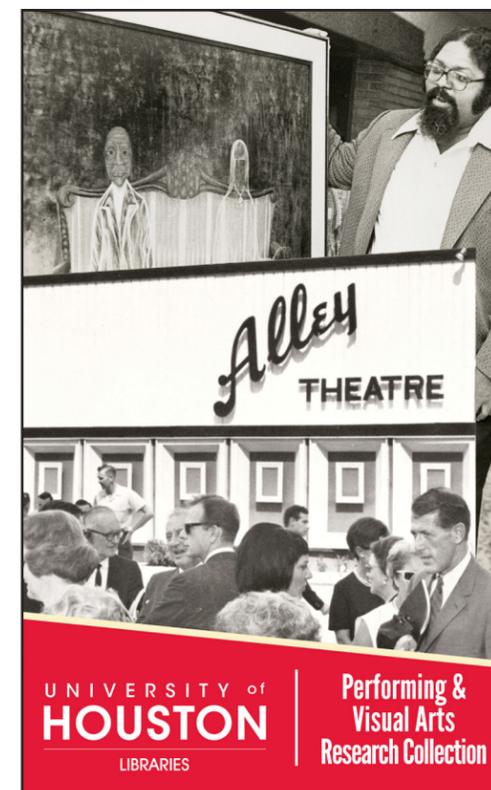
**Mission**

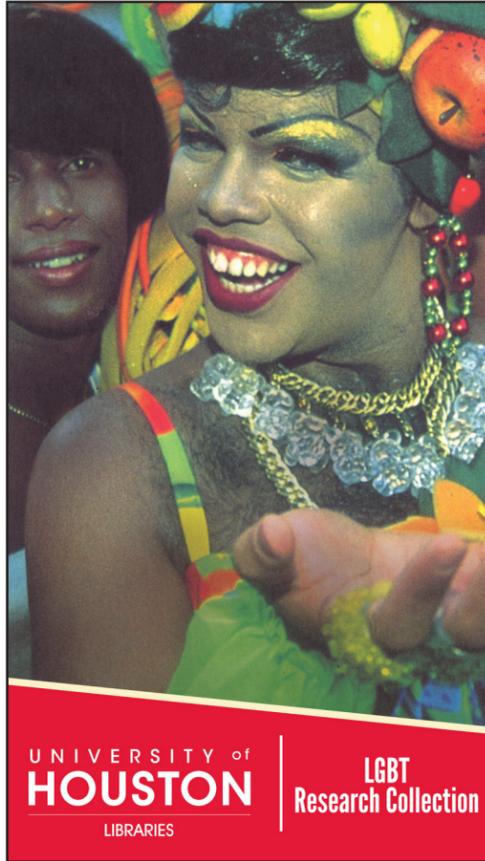
The mission of the Performing & Visual Arts Research Collection is to foster high-impact scholarship and offer abundant and compelling resources that engage and empower the arts community. We do this by building a unique and compelling collection of distinction that document the performers, industries, and social and cultural significance of the performing and visual arts. We build from the rich cultural heritage of the Houston region to encompass national and global impact.

**Performing & Visual Arts Research Collection**

Deborah Colton - Campaign Committee & Cabinet Member

Mary Manning, University Archivist





**Mission**

The mission of the LGBT Research Collection is to gather, organize and promote materials representing the people and organizations that shaped the LGBT movement across the country and in the region, to memorialize members of the community who were lost, to give voice to history, and to spark new ideas. We do this by fostering high-impact scholarship, and offering abundant and compelling resources that engage and empower the community at large.

**LGBT Research Collection**

The Hon. Annise Parker & Kathy Hubbard –  
Campaign Committee & Cabinet Members  
Vince Lee, Archivist

**Mission**

Our mission is to provide superior collections of rare books that support student success and faculty teaching by serving as tools for hands-on discovery, original research, and the development of critical thinking skills in a learning laboratory environment. This collection will also strengthen a diverse array of archival collecting areas by adding related books, pamphlets, magazines, and other published materials to their unique holdings. Our Rare Books Collections generate excitement among students, faculty, and visitors alike. Books connect us physically to other times, other stories, and other cultures. Older books display historic craftsmanship through features such as handmade paper, leather bindings, and illuminations with gold leaf. Modern books use a variety of printing and illustration techniques to bring to life the stories of underrepresented people, or play with the relationship between a book and a work of art.



**Rare Books Collections**

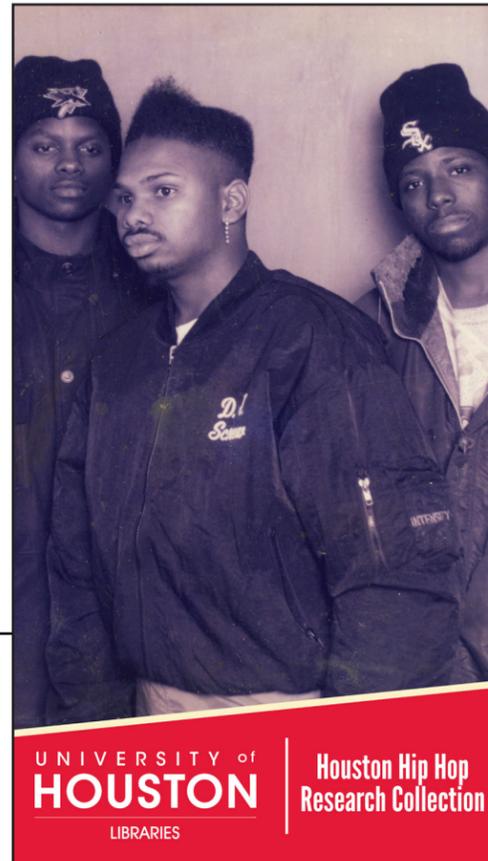
Leigh Owen - Campaign Committee & Cabinet Member  
Julie Grob, Coordinator for Instruction, Special Collections

**Mission**

The mission of the Houston Hip Hop Research Collection is to preserve Houston's unique hip hop music and culture, provide a launching pad for scholarship, and offer abundant and compelling resources that engage and empower our community. We do this by building a unique collection of distinction that documents the hip hop scene.

**Houston Hip Hop Research Collection**

Julie Grob, Coordinator for Instruction, Special Collections



**Mission**

The mission of the Hispanic Research Collection is to document Houston's Mexican American and Latina/o culture, providing a launching pad for scholarship on immigration, identity, borderlands, artistic expression, language, and human rights. We do this by building a unique collection of distinction that documents Hispanic people, their community and enterprise in Texas. We build from the rich cultural heritage of the Houston region to encompass national and global impact.

**Hispanic Research Collection**

Lisa Cruces, Hispanic Collections Archivist

The University of Houston Archives is the storehouse of the University's memories, documenting the history of our University since its founding in 1927. It holds records produced by the University in the course of its teaching, research, service, and outreach activities and documents its evolution and growth from a junior college to Tier One institution.

**University of Houston Archives**

Mary Manning, University Archivist



There are many ways to make a gift that will build, grow, and sustain a Special Collection at UH Libraries. The easiest is to make a current use cash or stock gift, or to consider a bequest directed towards an existing collection. You can also strategically help to build, grow, and sustain a collection if you:

#### **Name and Endow a Leading “Research Collection” at UH Libraries in Perpetuity**

There is no doubt that the ultimate legacy to a UH Libraries Special Collection is to establish a significant endowment that will result in the naming of a Research Collection in honor of an important person, family, or entity, forever. Endowed and named Research Collections result from transformational gifts that serve as the pillars of UH Libraries Special Collections department.

#### **Establish an Endowed Fund to Support a Collection of Your Choice**

You can help by providing ongoing support for any special collection at UH Libraries, whether it’s a namable “Research Collection,” or not. As a state university UH’s Special Collections are open to the public, and to students, researchers, and lifelong learners worldwide. Yet, the state of Texas does not provide enough funding to allow UH Libraries’ Special Collections to fully accomplish their missions, visions, and objectives, and any state funding can be uncertain. Our goals simply cannot be met without generous philanthropic support from donors, like you. Your support for our collections is essential because it allows them to thrive. Your gifts are a margin of excellence.

#### **Fund a Favorite UH Libraries’ Special Collection, or contribute Archival Materials**

Do you have publications, letters, records, papers, photographs, data sets or other documents related to a UH Libraries Special Collections subject area? You can simply donate archival materials of interest. By doing so you build a small “sub-collection” inside a larger Research Collection at UH Libraries. Your gift can help UH to document the beneficial impact of individuals, organizations, and businesses on our region, and our nation. Gifts-in-kind can be best put to use when combined with philanthropic gifts that facilitate ongoing collections use by librarians, archivists, students, faculty, and members of the public. Current use, or endowed gifts, to support donated materials are therefore greatly valued and appreciated, particular when partnered with a gifts-in-kind of collection materials. Gifts-in-kind are tax deductible to the extent allowed by law.



#### **Priorities within Special Collections include:**

- **Securing community leadership to grow, preserve, and endow these Special Collections**
- **Leading outreach that engages our community in the uniqueness of these Special Collections**
- **Digitizing these Special Collections, so they can be accessed by life-long-learners, worldwide**
- **Enhancing our ability to acquire important items that enhance Special Collections**

To have the capacity to grow and sustain such unique local resources is a priority I believe we share with all Houstonians, and with the community at large. Public collections promote information access parity. Our unique collections have permanent intrinsic value; they inspire ongoing human interactions, and enable

partnership for multidisciplinary collaboration. Your support is critical to the fulfillment of these ambitious endeavors because a modern university library can thrive only with metamorphosis, and a legacy that empowers others.

## **Empowering Others & Transforming Lives**

By embarking on truly transformative endeavors that will change the very nature of libraries through thoughtful philanthropic support, your gifts become agents of change. They shepherd the community, embracing knowledge, serving as accelerators of ideas, and engines of creativity.

Whether you begin your journey of support with an annual fund gift, an honor or memorial gift, by “planting” an acorn endowment, by adding items to a Special Collection’s Archive and then making a gift to grow that collection, or by being a leader whose gifts make major strides forward, your gifts are always transformative.

Your gifts spark a noble cycle. Notable collections attract similar materials, providing critical mass for scholarly and civic focus. Faculty and students choose to work and study where resources are most readily available for their research. Companies choose to locate where talent, research expertise and human capital add value to businesses. Alumni, visiting scholars, teachers, authors, bibliophiles, lifelong learners, thought leaders, entrepreneurs, technologists, history and cultural buffs, preservationists, musicians, artists, and all the members of a vibrant and multicultural local community come to rely upon a great public university library.

We cannot make that happen alone, we need your support to accomplish these goals.

In the end, I believe you will easily recognize the transformative power your gifts to UH Libraries create, and that you will share in the inspirational joy, sense of legacy in place and time, and the widely beneficial outcomes, of your philanthropy.

Lisa A. German  
Dean, Elizabeth D. Rockwell Chair

# UNIVERSITY of HOUSTON

## LIBRARIES

For more information contact the  
Library Advancement Office



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Director of Advancement  
dmcmaster@uh.edu  
713-743-9109



**Free Lane**  
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