



Marshall University Libraries

Capital Campaign

&

Naming Opportunities

2002 - 2003

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Marshall University Libraries
 One John Marshall Drive
 Huntington, WV 25755-2060
 (304) 696-2320

Proposal:

Year of the Book Endowment (Naming opportunity)

Background:

For decades the Marshall University Libraries have served as centers for research and information for Marshall University students, faculty, and staff, and other scholars and researchers, as well as community users from the region. The Libraries provide collections and services that are essential to every academic program offered by the University supporting the research of all faculty and students. The Libraries have gained recognition for their commitment to quality service to users and innovation in developing interfaces to electronic resources. The Drinko Library has gained national recognition for offering leading-edge technology.

Need:

Today the University Libraries face increasing demands on their limited resources because the amount of information available to scholars and students continues to expand at exponential rates. The endowment is needed to facilitate the following:

- The information and technology environment in which academic libraries such as the University Libraries currently operate requires them to maintain and develop traditional book and print collections while also providing access to rapidly expanding electronic resources.
- This environment is a positive one for library users in terms of the greater research support it offers, but it places significant pressure on the financial resources of the University Libraries.
- This endowment will allow Marshall University to maintain high-quality intellectual resources users have come to expect, in all formats, in order to increase the research capacity of the University.
- This endowment will provide an improved level of stability for purchase of online periodicals and other digital resources.

Budget:

Endowment to support ongoing book budget needs: \$2,000,000

Request:

A substantial gift, university commitment or combination of these two is needed to support a growing endowment for ongoing library materials needs.



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Proposal:

New integrated library system (Naming opportunity)

Background:

Marshall University has used the VTLS Online Catalog system since 1982. It provides an automated interface to allow students, faculty and other users to search and retrieve materials in all of the libraries collections. The company has recently begun diversifying its clientele to include international clients and libraries outside of academe. Because they are addressing a new market, the needs of academic libraries have fallen by the wayside.

Need:

Unfortunately, due to cost, Marshall University now has a system that is neither designed to meet our current needs nor developing in a way to guarantee that it can meet the future needs of our library patrons and staff.

- The MU Libraries must change its computer system in order to stay current and competitive in the emerging information-rich era.
- The need to review other products has allowed the library staff to identify a company that is committed to the delivery and support of quality software and services.
 - Innovative Interfaces Inc. (III, or “Triple I” as it is known) has all the resources required to provide quality information to MU students, faculty, and the community.

Budget:

Innovative Innopac Inc. integrated library system =	\$300,000
(Covers software, licenses, and conversion of existing data for all five MU libraries)	
Endowment to support ongoing needs =	\$500,000
(Should generate at least \$35,000 per year to covers annual software maintenance Charges, license fees, software upgrades and equipment maintenance.)	
TOTAL:	\$800,000

Request:

A gift or university commitment of \$800,000 is needed to purchase, implement and maintain a new integrated library system for all five of the MU Libraries. Anticipating the trends in technology today, the MU library community is confident that the Triple I product will not only satisfy existing research needs but also enhance the quality of online offerings to all our users.



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One John Marshall Drive
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Proposal:

Special Collections and University Archives Renovation, Second Floor, Morrow Library.
(Naming Opportunity)

Background:

The Special Collections of any university community are its most precious gems. The curators of these collections lovingly preserve, record, house and share important documents, relics and ephemera from our campus and community past. For decades, the Special Collections and University Archives departments have been cramped on the third floor of the Morrow Library. Originally designed to house closed stacks, several areas are not accessible to users and are difficult to adapt to the needs of preservation of archival and delicate materials.

Need:

- Funds are needed to support the completion of the construction effort to renovate the second floor of the Morrow Library to house Special Collections.
- Moving to the second floor will more than double the size of space available while also providing a comfortable, pleasing environment befitting to the historical and precious materials housed in this library.

Budget:

Construction/renovation costs: \$800,000 (estimated)

Revenue:

Annual recurring: \$10,000 (estimated)

The Special Collections department does generate revenue as it houses and preserves the WSAZ film archive. Portions of film are provided to news agencies and production companies for documentaries and news stories for a fee. Additionally, photocopy services and special events such as the Genealogy Lock-In generate funds to support themselves.

Request:

A one-time gift or university commitment of at least \$800,000 is needed to renovate the second floor of Morrow Library.



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Proposal:

Funds to purchase art for the Drinko Library (Naming Opportunity)

Background:

Upon completion of the Drinko building project in 1998, there were no funds to support the purchase of public art. While most construction projects do include a budget for public art, the Drinko facility's substantial technology infrastructure needs utilized more funds than originally expected. Public art is often the highlight of a patron's visit to a facility. The MUGC buildings have enjoyed recognition for assembling one of the most eclectic collections of regional and WV artists work in mediums such as wood carving, pottery, sculpture, mixed media, oil, watercolor and acrylic.

A donor has already provided the professional hanging system that is utilized in museums to display various sizes of artwork on the walls. The artwork hanging system will be installed during Summer 2002.

Need:

- Art Psychology studies show that public art animates and enlivens public spaces.
- Art and culture should be made more accessible to the public as a whole – what better location than an academic library where information and ideas mesh.
- Individual art works will be chosen by a collections committee and appropriate acknowledgment will be given to individual donors.
- High ceilings, large spaces and interesting shapes provide the backdrop for the display of many genres of artwork.
- A catalog will be generated to share the information about the authors and works with visitors to the facility.

Budget:

Purchase of public art: \$200,000 one/time

Request:

A one-time gift is requested to provide various works of public art in the Drinko library.



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Proposal:

Ohio River Research Center (Naming opportunity)

Background:

Huntington's rich history revolves around the commerce and growth activity of the Ohio River. By combining primary sources from the Marshall University Libraries' Special Collections, the College of Science, the regional Corps of Engineers and other major players, an Ohio River Research Center can be created to support research and preservation of these important materials.

Need:

- The Center will provide access to artifacts, information from moving and still images, oral histories, navigation charts, maps, a history of the steamboat industry along the Ohio, and other manuscript material.
- The Center will provided published secondary sources on these topics.
- A museum-quality research center or museum will be created in downtown Huntington.

Budget:

Establishment of the Center:	\$100,000/one time
Support for equipment and maintenance of collections:	\$100,000/one time
TOTAL:	\$200,000
 Annual support of staff and rent for Center:	 \$50,000/ongoing

Revenue:

Annual recurring: \$10,000 (estimated)

Community users and researchers at the local, regional and national level would be required to pay an annual visitors fee (\$25 per year for borrowing privileges) and photocopy fees to cover machine rentals.

Request:

A gift of \$200,000 is needed to establish and support the Ohio River Research Center.



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Proposal:

Compact shelving for the Smith Hall Music Library and Drinko Library Legal Collections (Naming opportunity)

Background:

The Music Library moved to a larger location in 1997, however, as materials are purchased and collections expand, this area is no longer sufficient. The library cannot move again. Smith Music Hall is an ideal location as the Music Library staff provides curriculum and research support to Music faculty and students. An innovative alternative to adding space is needed to provide adequate shelving of the collections.

The Legal Collections in the Drinko Library grow exponentially. Because we are an American Bar Association accredited collection supporting the needs of the Paralegal program, we cannot weed or discontinue the titles that we presently own. These holdings continue to grow in size and importance. Reference materials have been shifted more than once to provide additional space in this area. To address growing needs, a shelving option must be considered.

Need:

- Space can be recovered for future growth only by the addition of mechanically assisted, movable compact shelving in this area.
- Compact shelving is needed in both libraries to provide double the shelving space within the same square footage allotted.
- An innovative push-button design allows the users to retrieve items from the stacks with ease.
- Librarians can double any collection using this type of shelving
- Compact shelving is a cost-effective alternative to moving libraries or building additions.

Budget:

Compact shelving for the Music Library:	\$75,000
Compact shelving for Drinko Library Law Collection:	\$175,000
TOTAL:	\$250,000

Request:

A one-time gift is requested for compact shelving in the Drinko and Music Libraries.



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Proposal:

Preservation Laboratory

Background:

When disasters such as floods occur, buildings are often destroyed or severely damaged. Often precious documents such as family works, library collections and/or records from companies, hospitals and other agencies are nearly or completely destroyed. With no skills or resources to restore wet materials, agencies will simply discard or wipe out paper materials that have been damaged. A preservation lab can assist in not only restoring critical documents and materials, but also providing consulting services so agencies can develop and execute disaster recovery plans for future acts of God. A preservation lab would also provide an economic opportunity, as it will become a revenue generating facility.

Need:

- No preservation lab currently exists in West Virginia or the surrounding region.
- A facility is needed in a central location to provide restoration services to libraries, public and private agencies, businesses, hospitals and private citizens.
- Skilled personnel are needed to create and maintain this type of facility.
- Equipment and supplies are needed to provide professional preservation services for a high volume of materials.
- Ongoing support is needed to provide training and access to the facility.

Revenue:

Annual recurring: \$75,000 (estimated)

Budget:

Establishment of a preservation lab:	\$200,000 one time
Ongoing support for facility, equipment & staff:	\$100,000 annually

Request:

A gift of \$200,000 is needed to establish a preservation lab in West Virginia to support the disaster planning and recovery of materials for libraries, businesses, hospitals, agencies and community users.



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Proposal:

“Adopt a Journal” program

Background:

The current inflation situation with international and national publishers forces the University Libraries to review journals for cancellation each year. Moving funds from the book budget to satisfy serials inflation increases is no longer acceptable as our book purchases are dwindling. Serials costs have been increasing at average rate of 9% per year, which is well above the Consumer Price Index.

Need:

- Annual monetary sponsorship of journal titles is needed to offset inflation and sustain a comprehensive collection.
- The “Adopt A Journal Project” should eventually support 1/6 of the annual library serials budget.
- Bookplates, including digital bookplates, will be utilized to display sponsorship.
- A sample list of journal titles is provided below. A complete list will be generated upon request.

Chemical Physics Letters, \$9637/year
 Journal of Organometallic Chemistry, \$8,648/year
 Science Abstracts, \$4,606/year
 J. Of Exp. & Theoretical Physics, \$3721/year
 Journal of Differential Equations, \$2750/year
 Freshwater Biology, \$1759/year
 Duke Mathematical Journal, \$704/year
 Journal of Archaeological Science, \$422/year

Health Education and Behavior, \$504/year
 J. Of Experimental Child Psychology, \$815/year
 Child Abuse and Neglect, \$1,152/year
 Journal of Banking and Finance, \$553/year
 Cancer Nursing, \$165/year
 Prose Studies, \$165/year
 Women Studies Abstracts, \$222/year

Budget:

Annual Drinko Library Serials Budget: \$800,000 plus 9% annual inflation

Request:

The University Libraries encourages academic departments, researchers, community users, local businesses, and other agencies to “Adopt a Journal.”



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Proposal:

Preservation and improved access to WSAZ news film archives

Background:

Marshall University houses the WSAZ film archives in the Special Collections department in Morrow Library. The news archive, which covers events encompassing the past 50 years, is unique, and it provides great potential to support teaching and scholarship for the University and the Community. National and international production companies and news agencies request film excerpts regularly. Some revenue is generated by the sale of footage for documentaries, news stories and other projects.

Need:

- The tapes and films included in this archive need continual care and preservation.
- Preservation is critical to the survival of these tapes. Some tapes have already started to decay.
- Preservation supplies and restoration equipment must be purchased to facilitate proper storage of this precious material.
- Indexing is critical to the ability to record and retrieve specific news footage upon request.
- It is estimated that it will cost about \$1M to take all the steps necessary to preserve this collection over time. Otherwise, much of the material will deteriorate and disappear over the next five to ten years.

Revenue:

Annual recurring: \$10,000 (estimated)

Budget:

Film preservation and indexing services: \$50,000

Request:

A gift of \$50,000 will allow the Library staff to begin the process of preserving and indexing the WSAZ film archive.