ANNUAL ASSESSMENT REPORT
AND
STRATEGIC PLANNING UPDATE
Year: 2008

SOUTHWEST COLLECTION/SPECIAL COLLECTIONS LIBRARY

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Section 1. Goals and Accomplishments

Goal 1: Serve a larger, more academically prepared, and diverse student body.

- Photographs: Sleeved 60,742 photographs from the Irl/Irene Smith Studio Photograph Collection.
- Photographs: Plan to digitize parts of the Irl/Irene Smith Studio Photograph Collection.
- Photographs: collections on TARO received over 25,651 hits during this reporting period and, according to statistics kept in the Reference room, over 52,979 photographs were pulled for in-house patron usage.
- Photographs: Two photograph collections were scanned in order to provide better access to patrons.
- Photographs: 550 DVDs were burned to provide an archival copy on gold DVDs and two silver copies (one working copy and one backup) of the DVDs containing images of photographs.
- Photographs: Currently compiling inventory of photographs is currently being compiled in an Access data base.
- University Archives/Records Management: Processing and acquiring student social and honor organizations and faculty honor society collections to make the materials available to the public.
- University Archives/Records Management Annual Report: Arranging for and conducting tours of the Medieval Southwest exhibit for community groups.
- University Archives/Records Management: Processed the following student and faculty organization collections - Student Government Association and Women’s Service Organization.
- University Archives/Records Management: Held 16 events and tours in conjunction with the Medieval Southwest exhibit which brought through 1,006 people. The groups ranged from 6th grade middle school students to members attending annual state conferences.
- University Archives/Records Management: Edited and helped produce the orientation video for the Medieval Southwest exhibit. This included interviewing faculty from different academic areas.
- University Archives/Records Management: Will process the recent donations from Alpha Phi Omega, Phi Beta Kappa and Mortar Board.
- University Archives/Records Management: Have 10 events scheduled from January through April in conjunction with the Medieval Southwest exhibit. The age groups of attendees run from the 6th grade through retirees.
- Technical Processing Unit: Acquired and made available numerous books on topics related to diversity.
- Technical Processing Unit: Purchased and cataloged books and magazines that pertain to such a variety of cultures as American Indian, Hispanic, African-American.
- Technical Processing Unit: Began and continue to acquire and make available books that fit the focus of the new Jewish Archive.
- Technical Processing Unit: Continues acquiring, processing, and cataloging new books, magazines, newspapers, maps, and etc.
- Technical Processing Unit: Responsible for the stacks area, which includes cleaning and shifting as needed.
- Technical Processing Unit: Inventoried the SWC portion of the rare books vault.
- Technical Processing Unit: Concluded shelf-reading of the books area of the SWC portion of the stacks.
- Oral History Department: 92 interviews and 65 manuscript collections reflecting the cultural diversity of the region were acquired and submitted for processing.
- Oral History Department: 12 formal programs and workshops were presented to multicultural community and classroom groups. Approximately 180 students and community individuals attended these programs.
- Oral History Department: 100 interviews and 80 manuscript collections reflecting the cultural diversity of the region will be acquired and submitted for processing.
- Oral History Department: 10 formal programs and workshops will be presented to multicultural community and classroom groups. Approximately 200 students and community individuals will attend these programs.
- Exhibits & Outreach Unit: Provide tours of SWC/SCL facilities to increase awareness of collections, exhibits and available research projects.
- Exhibits & Outreach Unit: Enhance visibility of the Archive by participating in outreach events on campus and within the High Plains and Southwest community at large.
- Exhibits & Outreach Unit: Participate in outreach activities at minority-sponsored events in West Texas.
- Exhibits & Outreach Unit: Research, design and fabricate exhibits focused on the history and contributions of diverse groups.
• Exhibits & Outreach Unit: Distribute materials which reflect possible research projects in culturally diverse topics.
• Reference Services Unit: Maintain the database to count statistics more easily for the monthly and annual reports.
• Reference Services Unit: Collaborated with other departments to create new fee structures and to streamline the paperwork (forms) that went with them.
• Reference Services Unit: Continue to review and update forms used in the Reading Room and will attempt to streamline those that need it to give better and faster service.
• Reference Services Unit: Continue with staff training in the procedures and methods of doing research in the facility.
• Reference Services Unit: Create and maintain a database for the Reference Files to ease the addition of new files and for easier client access.
• Reference Services Unit: Perform outreach, to help secure more visitors and researchers to the facility.
• Rare Books Unit: Continue to work with Tech’s faculty, lecturing to their classes and giving tours. Presentations given to Tech faculty or students.
• Rare Books Unit: Recorded over 30,000 hits on the Rare Books and Natural History TARO records.
• Southwest Collection Manuscript and A-V Units: Work with former Rotary District Governor Ted Holder and other SWC/SCL staff to coordinate collection development efforts among the Taharahumara Indians of Chihuahua in Northwestern Mexico near Copper Canyon, in an attempt to capture their fleeting culture.
• Southwest Collection Manuscript and A-V Units: Work with former U.S. Secretary of Education Lauro Cavazos on collecting Mexican-American history, including his cousin Lupe Camacho, who describes the family’s connection to Francisca Alvarez the so-called “Angel of Goliad.” We continue to collect the papers of Cavazos who is the first Hispanic Secretary of Education.
• Southwest Collection Manuscript and A-V Units: As editor of the West Texas Historical Association Yearbook, I edited (4) articles relating to Hispanic-Americans, African Americans, Syrian Americans, and colonial Spanish documents.
• Southwest Collection Manuscript and A-V Units: Routinely provide leads to SWC Oral Historians Daniel Sanchez and Bill Tynan regarding minority (including women) athletes, coaches, and people of interest to interview.
• Southwest Collection Manuscript and A-V Units: Continue to work with the Lubbock African American Educators Hall of Fame and the Lubbock African American Chamber of Commerce about helping us acquire materials related to the African American community. The SWC/SCL will become the archive of record for the Lubbock African American Educators Hall of Fame. A press conference will be arranged.
• Southwest Collection Manuscript and A-V Units: Continue to work the Jewish Archives working group to acquire congregational and personal records, and oral interviews relating to Jewish culture in the near Southwest.
• Southwest Collection Manuscript and A-V Units: Continued to assist History Professor Jorge Iber in collecting interviews relating to Mexican-American athletes and coaches. I continue to update and dispatch bibliographies containing items of interest in the SWC, relating to African American and Latino history.
• Southwest Collection Manuscript and A-V Units: Gave tours to over twenty individuals from West Texas and Eastern New Mexico relating to a collection development plan to acquire records from congregations and individuals relating to Jewish heritage in the region.
• Archives of the Turkish Oral Narrative: Maintain an active Website presence with international appeal.
• Sowell Family Collection in Literature, Community and the Natural World: Organize and make available the manuscript collections of authors to student and scholar patrons.

Goal 2: Academic Excellence: Attain national recognition as a top research library.

• Photographs Unit: Pursuit of scholarly research based on materials housed in the Southwest Collection in order to raise the visibility of materials that are available for scholars to use.
• Photographs Unit: Conducting talks with Lubbock area groups in order to encourage interest in reseach topics and collections.
• University Archives/Records Management: Continue to acquire collections that support the research areas of TTU.
• University Archives/Records Management: Serving as fiscal agent for three grants received in 2007-2008 for the Southwest Medieval exhibit.
• University Archives/Records Management: Received over 175,060 hits on UA online digital collections from January-December, 2008.
• University Archives/Records Management: Will process the collections of noted Texas Tech faculty members William Mayer-Oakes (Anthropology), Margaret Wilson (Health, Physical Education and Recreation) and Mary Jeanne Van Appledorn (Music).
• Technical Processing Unit: Seek rare and unusual materials that both fit collecting scope as well as support the curriculum of the university.
• Technical Processing Unit: Works in cooperations with the reference department to help researchers across the country, but from all parts of the globe to access materials that we have acquired and made available via the web and the online catalog.
• Oral History Department: 4 oral history instructional programs were presented to 80 Texas Tech students as part of classroom instruction and research projects.
• Oral History Department: 3 oral history instructional programs will be presented to 45 Texas Tech students as part of classroom instruction and research projects.
• Exhibits & Outreach Unit: Highlight the holdings of the SWC/SCL through traveling exhibits and through in-house displays.
• Exhibits & Outreach Unit: Design, edit and distribute a bi-annual newsletter promoting the holdings and activities of the Archive.
• Exhibits & Outreach Unit: Work towards recruiting non-traditional patrons from the University community and the South Plains community-at-large by forging partnerships with other disciplines for research and exhibit displays.
• Exhibits & Outreach Unit: Facilitate the use of photographic darkroom and other materials to enhance knowledge of SWC/SCL personnel. Reproduce quality photographs for exhibits and promotional materials.
• Reference Services Unit: Continued customer service that will draw a variety of researchers to the facility.
Goal 3: Engagement: Build connections through library services that enhance the quality of campus and community life.

- Reference Services Unit: Maintenance of the reference file database mentioned above will provide the ability to track who is using what collections and where the researchers come from. It will also give an idea of how to better train staff and to tell other units how their collections are being used. The statistics can identify the weaknesses and strengths in our collections.
- Rare Books Unit: Develop and preserve the Rare Books' research collections.
- Rare Books Unit: Deliver uncompromising reference service by regularly working on the Reference Desk, averaging 22 hours a week.
- Rare Books Unit: Conduct individual research assistance with material connected to Rare Books. I continue to be the main point of contact for ATON.
- Rare Books Unit: Cultivated relations between Rare Books and various university units, especially the Department of English and the School of Art.
- Southwest Collection Manuscript and A-V Units: Continued processing of the Ted Fujita Wind Sciences collection. He was the top tornado and hurricane scholar in the world.
- Southwest Collection Manuscript and A-V Units: Continue to add to the collection of U.S. Secretary of Education Lauro Cavazos.
- Southwest Collection Manuscript and A-V Units: Continue to add to the records of the National College Baseball Hall of Fame.
- Southwest Collection Manuscript and A-V Units: Continue to acquire the Pete Laney Papers.
- Southwest Collection Manuscript and A-V Units: Continue to add to the International Financial Planners Association records. We archive the records of the organization and some members.
- Southwest Collection Manuscript and A-V Units: Continue to work with board of the National World War II Glider Pilots Association to become their archive of record.
- Southwest Collection Manuscript and A-V Units: Continue to work with Dr. Billy Ross and board of American Academy of Advertising to become their archive of record. It started with members from TTU.
- Southwest Collection Manuscript and A-V Units: Accessioned Music Archive collections of national and regional significance, including the papers of Nolan Porterfield and the Hancock Family collection to mention a couple.
- Southwest Collection Manuscript and A-V Units: Continue to acquire collections relating to the financial planning movement. We are the archive for the History of the Financial Planning Movement and the national and international organizations.
- Southwest Collection Manuscript and A-V Units: Performed oral interviews on the Brooks Wallace Award winners and first class of inductees into the National College Baseball Hall of Fame.
- Southwest Collection Manuscript and A-V Units: Acquired the scrapbook collections of: Bobby Moegle (winningest high school baseball coach in U.S. history); Larry Hayes (third highest winning coach in division one college baseball); and the scrapbooks of Bob Horner, National College Hall of Fame inductee.
- Archives of the Turkish Oral Narrative: Contribute to an international college of scholars who regularly use the complete digitized audio and manuscript files of the archive.
- Sowell Family Collection in Literature, Community and the Natural World: Continue to add the papers of authors with an emphasis on natural history and to facilitate research through outreach and the offer of fellowships.
- Sowell Family Collection in Literature, Community and the Natural World: Continue to add the papers of authors with an emphasis on natural history and to facilitate research through outreach and the offer of fellowships.
- Preservation and Conservation Unit: To provide state of the art document and material treatment for the purpose of information and artifact preservation.

Photographs Unit: Service on Steering Committee of Literary Lubbock, a fund-raising event sponsored by Texas Tech University Press that spotlights Texas authors.
- Photographs Unit: Membership and contacts with the Texas Tech University Museum and its auxiliary organization, the Museum League.
- Photographs Unit: Membership with Achievement Rewards for College Scientists, an organization that raises money to provide scholarships for students at TTU, TTUHSC, and Lubbock Christian University.
- University Archives/Records Management: Serving as webmaster for the West Texas Historical Association web site.
- University Archives/Records Management: Working with campus departments such as Classical and Modern Languages and Cefirio to attract conference groups to the Southwest Collection.
- University Archives/Records Management: Successfully worked with the campus departments of Classical and Modern Languages, Art, History and Anthropology and Sociology to attract conference groups to the Southwest Collection.
- University Archives/Records Management: Will digitize and make available a rare, oversized antiphonal book for students and faculty to research. The departments of Music, Art and Classical and Modern Languages have expressed interest in using the digital files for course work and research.
- Oral History Department: 92 interviews and 65 manuscript collections reflecting the cultural diversity of the region were acquired and submitted for processing.
- Oral History Department: 12 formal programs and workshops were presented to multicultural community and classroom groups. Approximately 180 students and community individuals attended these programs.
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- Oral History Department: 10 formal programs and workshops will be presented to multicultural community and classroom groups. Approximately 200 students and community individuals will attend these programs.
- Exhibits & Outreach Unit: Work with community groups including schools through broader outreach programs including Web pages, traveling history trunks, tours, presentation of exhibits, and presentations of educational outreach programs to teachers.
- Exhibits & Outreach Unit: Work with other SWC/SCL staff to develop various medium presentations that explain how the Archive serves the community and preserves its history.
- Reference Services Unit: Participated in time-limited displays that reflect the culture of the area.
- Reference Services Unit: staff tours of the building.
- Reference Services Unit: Made community contacts and advocated usage of the facility.
- Reference Services Unit: Conducted instruction for all researchers and classes who visit the facility how to use the collections and catalog.
- Reference Services Unit: Contact teachers to recruit classes.
- Reference Services Unit: Conduct genealogy classes.
- Rare Books Unit: Participate in outreach programs designed to promote the use and appreciation of Rare Books.
- Rare Books Unit: Awarded grants over the last few years to enhance collection development and outreach activities.
- Southwest Collection Manuscript and A-V Units: Teach Texas history at TTU and frequently discuss the holdings of the SWC/SCL.
- Southwest Collection Manuscript and A-V Units: Member of the Lubbock Centennial Committee and am chair of the history sub-committee. The group leans heavily on our knowledge of the holdings of the SWC/SCL.
- Southwest Collection Manuscript and A-V Units: Have given over 25 tours of the Southwest Collections Special Collections Library to numerous campus faculty and students, as well as to groups including: members of the Lubbock City Council; the Lubbock Centennial Committee; and the International Financial Planners; and inductees of the National College Baseball Hall of Fame to mention a few.

**Goal 4:** Technology: Maximize the use of technology in the delivery of library services.

- Photographs Unit: Digitization of photographs for the Southwest Collection web page.
- Photographs Unit: Updated the metadata that accompanies the Winston Reeves Photograph Collection to enhance patron access.
- University Archives/Records Management: Continue to make finding aids and other resources available online for patrons
- University Archives/Records Management: Marked up 3 large finding aids and uploaded them to the Texas Archival Resources Online website.
- University Archives/Records Management: Revised the online finding aids for TTU athletic game programs and media guides to include newly donated items.
- University Archives/Records Management: Testing of the Pachyderm software for possible future implementation as a collections management system.
- University Archives/Records Management: Testing of D Space for possible future implementation for large digital collections.
- Technical Processing Unit: Responsible for the integrity of the content of the catalog system.
- Technical Processing Unit: Continually strive to only produce records of the appropriate quality to be a part of the online catalog.
- Technical Processing Unit: Database maintenance adhering to accepted standards and best practices.
- Exhibits & Outreach Unit: Obtain and utilize scanner to copy various-sized negatives and prints from the SWC/SCL holdings to produce quality images for promotional and exhibits materials.
- Exhibits & Outreach Unit: Obtain and utilize large-scale poster printer to produce graphic images for use in exhibits and promotional materials.
- Reference Services Unit: Create searchable SWC Reference Website to facilitate clientele and staff research.
- Reference Services Unit: Create a searchable database for the Reference Files.
- Rare Books Unit: Employ technology to facilitate the access to and preservation of material within Rare Books.
- Rare Books Unit: Creation, maintenance of the Access databases, which are used to track all material acquired by Rare Books.
- Rare Books Unit: Creation and implementation of a new book order protocol.
- Southwest Collection Manuscript and A-V Units: Finding aids are encoded into EAD digital format for posting on the Texas Archival Resources Online site, which is accessible via the web.
- Archives of the Turkish Oral Narrative: Contribute to an international college of scholars who regularly use the complete digitized audio and manuscript files of the archive.
- Preservation and Conservation Unit: To provide state of the art document and material treatment and preservation imaging for the purpose of information and artifact preservation.

**Goal 5:** Partnerships: Build strategic library partnerships and alliances.

- Photographs Unit: Active role in the Texas State Historical Association and service on the Archives Committee.
- Photographs Unit: Membership and board service with the West Texas Historical Association.
- University Archives/Records Management: Ongoing partnership with the Athletics Departments and the President's Office to collect and preserve athletic memorabilia.
- University Archives/Records Management: Worked with the Office of the Chief Information Officer to co-sponsor fall and spring Shred Day events.
- University Archives/Records Management: Worked with Frank Tierney's art class to produce a brochure for the medieval exhibit.
- University Archives/Records Management: Supervised a graphics intern from the Art Department to produce banners, bookmarks, event invitations and a web site for the medieval exhibit.
- University Archives/Records Management: Will produce an exhibit catalog for the Medieval Southwest exhibit which will highlight rare and unique artifacts from such entities as the Museum, the National Ranching Heritage Center, the Rare Books
Goal 7: Tradition and Pride: Contribute to the establishment and continuation of traditions and to pride in our University.

- Photographs Unit: Participate in and support events sponsored by The Museum of TTU, TTU Press and the Ranching Heritage Center.
- University Archives/Records Management: Continue working on various online finding aids/indexes concerning TTU history, buildings/structures, and Horn Professors.
- Exhibits & Outreach Unit: Publish a bi-annual newsletter and broaden current mailing list to include individuals and organizations outside traditional service area.
- Exhibits & Outreach Unit: Continue to advocate off-site and traveling exhibits in high-traffic locations which highlight holdings at SWC/SCL.
- Reference Services Unit: Support the work of SWC/SCL colleagues.
- Reference Services Unit: Continue to find ways to support the collection and preservation of Texas Tech history in any way possible. This includes creation of finding aids, training of staff and users, and searching for research materials in a quick efficient manner.
- Rare Books Unit: Highlight the holdings of Rare Books through exhibits, Web page support and outreach activities.
- Southwest Collection Manuscript and A-V Units: Provide tours and presentations highlighting collections.

**Goal 8:** Institutional Advancement and Accountability: Strengthen library fiscal stability and public accountability.

- Photographs Unit: Secured approximately $300,000 in grants over the last ten years to augment budget allocation to process collections.
- University Archives/Records Management: Continue better documentation on artifacts and memorabilia items.
- University Archives/Records Management: Continue strengthening online finding aids and web pages for quick access to collections.
- University Archives/Records Management: Processed and made available 1,079 video recordings of Texas Tech athletics events.
- University Archives/Records Management: Processed 62 prints, 18 contact sheets, 452 slides and 25,277 negatives pertaining to images of the university, its campus and people.
- University Archives/Records Management: Worked with the Registrar's Office and the Graduate School and Admission offices to resolve records management issues and develop standardization policies.
- Technical Processing Unit: Maintains accurate statistics reflecting orders and the items that we have made available to the public.
- Exhibits & Outreach Unit: Place fliers and other promotional materials across campus and the Lubbock community.
- Exhibits & Outreach Unit: Offer information and materials to prospective patrons at outreach activities.
- Exhibits & Outreach Unit: Work with University Library to publicize SWC/SCL Outreach activities.
- Exhibits & Outreach Unit: Keep Director and Supervisor apprised of Outreach activities.
- Reference Services Unit: Find new ways to make finding materials easily and inexpensively. This includes avoiding waste of any kind of resource: physical, fiscal, or staff-related.
- Southwest Collection Manuscript and A-V Units: Units gets maximum production out of professional, classified, and student staff.
- Southwest Collection Manuscript and A-V Units: Regularly receives donations to help facilitating collection processing.
Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.
Section 3a. Quantitative Information

There is No Area Specific Data in Calendar Year Section.
There is No Area Specific Data in Fall Section.
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Section 3b. Qualitative Information.
There is no qualitative information for the current year.
Commentary:

There is no commentary for the current year.

Implementation Plan:

There is no implementation plan for the current year.