

Clemson Libraries



Building a 21st-Century Library for the Entire Clemson Community

FIERCELY FORWARD CAMPAIGN

No other place on campus has played a more pivotal role throughout Clemson's history and in the success of our students and faculty than our library systems — known as “the Libraries.” Clemson Libraries serves as a leading center for research, discovery and collaboration for students and faculty across all academic disciplines and divisions. The Libraries offer unique opportunities to learn and grow, with access to more than 3 million collection items, including print materials, e-books, journals and streaming media titles. Additionally, the Libraries staff is an integral part of the user's experience, with librarians and other information experts on hand to assist with research needs.

As Clemson University grows in size and influence, we require a library system to support our exceptional student population and accelerate research efforts. With extensive collections and services that promote information access, digital literacy, research competency and enhanced learning outcomes, the Libraries are shaping the leaders and scholars of tomorrow.

The leaders of tomorrow can't march **Fiercely Forward** into the future without first understanding our history and the need for advancement. Clemson's Historic Properties and the University historian are now part of the Libraries in addition to our Special

Collections and Archives. These pieces of history help guide us into the future, especially as we experience such rapid advancements in technology, seen in real-time through the research being done in the Social Media Listening Center.

Through Dean Cox's leadership, Clemson Libraries is evolving to align its collections, services and facilities to meet the needs of a vibrant learning and research community. We are charging forward to build a dynamic library system that supports Clemson's growth in research and discovery for South Carolina and the world.

To support this forward-thinking vision, we invite our Clemson Family and friends to join us in the **Fiercely Forward** campaign, a strategic course of action focused on bold investment in our students, faculty and facilities.

MOVING FIERCELY FORWARD TO MEET THIS MOMENT

We often say that no one graduates from the library, but no one graduates without it. Clemson Libraries serves every constituent on campus. From first-year students to some of our nation's top research scholars, everyone benefits from the resources and facilities Clemson Libraries provides.

We are facing a critical moment for the Libraries. In 2016, Clemson achieved distinction as a Carnegie R1 institution. Since then, the University has seen tremendous growth in its research mission through new graduate programs, increased publication volume, higher levels of external research funding and recruitment of nationally renowned research faculty.

As the library system of a Carnegie R1 research institution, we share the stage with other exceptional library systems at fellow R1 institutions. This recognition comes with the responsibility of supporting the extraordinary research that our University produces. As we aim to make our mark among R1 universities, we must invest in the Libraries to sustain Clemson's research prominence.

The Libraries must increase access to journals, data sets, books and other necessary media for researchers to perform their work. Further, we must increase our staffing to provide professional support for academic publication assistance, data visualization and management, digital humanities resources and more. Personnel levels have not kept pace with the increase in student enrollment, and an individual employee at Clemson Libraries supports 50 percent more students and 100 percent more faculty than a library employee at a peer R1 institution does.

In addition to supporting research activity across the University, the Libraries play a vital role in disseminating original research, acquiring unique collections and preserving the University's history. When researchers gather information for a scholarly paper, they will often visit relevant archives and university collections to cite primary sources. As we aim to gain relevance as an R1 library, we must prioritize building collections and archives pertinent to our University's history and regional history. The Clemson University Press, Special Collections and Archives and Historic Properties, respectively, allow Clemson to grow its reputation as one of the best universities in the country. More locally, the Libraries must engage with community partners to share resources, develop programming and ensure a critically informed citizenry in the state.

Today's students need specialized tools to succeed in the classroom and beyond in a rapidly changing digital world. According to a November 2021 study by McKinsey & Company, the overall use of learning technology in higher ed has increased by 19 percent since the spring of 2020. Technology usage that improves connectivity and collaboration increased by 49 percent, and classroom interaction tools were used by 67 percent of the population. While we expand our programming to support the University's growing research portfolio, we must also continue to provide the Libraries' historically excellent service to undergraduate students. To do both will require strong philanthropic support from our Clemson community.

If we hope to attract the best and brightest students, faculty and staff, Clemson must have a library system that is on par with our peer institutions. Through the Fiercely Forward campaign, we aim to make transformational investments so Clemson Libraries can continue to support the research and scholarly endeavors of our students, graduate fellows and faculty.

Why invest in Clemson Libraries?

No other singular unit of Clemson University has such a significant imprint on the day-to-day lives of our students. Each day, Clemson Libraries receives more than 9,000 visitors. Over the last 10 years, undergraduate student enrollment has grown by an average of 590 students each year. The Libraries must invest in facilities and resources to accommodate the growing Tiger population.

In today's world, digital proficiency is no longer superfluous; it is essential. With facilities such as the Adobe Studio and Makerspace, the Libraries improve our students' digital literacy and technological skills to allow them to meet the demands of an increasingly digital world.

Clemson Libraries impacts student success across the entire undergraduate curriculum through information and digital literacy instruction. In the 2021-2022 academic year, more than 9,000 students participated in nearly 400 instructional sessions at the Libraries.

Clemson Libraries play a remarkable role in student life on Clemson's campus, giving students a place to gather together to socialize, study, work on group projects or just take a break between classes. We strive to offer a welcoming, inviting space for everyone.

In 2021, Clemson University Press was invited to join the Association of University Presses, a distinguished international community of publishers committed to the highest caliber of research-based scholarship.



FIERCELY FORWARD

The Plan for Clemson Libraries



FROM STUDENT ASSISTANT TO LIBRARIAN

> Megan Sheffield

For Megan Sheffield, working at Cooper Library as an undergraduate did more than help pay the bills. It shaped her entire career path.

Sheffield was earning a degree in biological sciences when she started working at the reference desk in Cooper her junior year. She was a graduate student earning her master's in biological sciences when she started to think about librarianship. A conversation with science librarian Lois Sill helped her understand the potential of a career in libraries.

After completing her master's in biological sciences, she went to the University of Maryland, College Park to earn her Master of Library and Information Science, and Clemson soon reached out to recruit her to join the Libraries as a science librarian, replacing Sill, who was retiring.

Today, in her role as data services librarian, Sheffield helps faculty and student researchers manage and store their data so that it is accessible and available to the public and meets the federal regulations and requirements for data storage and publishing.

1 FIERCELY SUPPORTING STUDENT SUCCESS

The success of Clemson students is at the heart of our mission. Clemson Libraries plays a vital role in the academic development of each student on Clemson's campus.

Support for the Libraries creates a ripple effect of academic excellence across every College on campus. Our team of incredible research librarians and our undergraduate experience librarians are available to meet with students one-on-one to help them tackle any challenge, from finding sources for research papers to appropriately citing those sources and everything in between.

The **Fiercely Forward** campaign will invest in programs and spaces to promote equitable information access, 21st-century job skills and student collaboration. Philanthropic investment is needed for:

Undergraduate professional development

The Libraries provide many students with the opportunity for professional experience and growth through UPIC internships and student assistant positions.

Each year, over 100 student assistants help with essential functions around Robert Muldrow Cooper Library and other Libraries locations. They gain valuable work experience by helping to organize collections, manage technology checkout, assist Libraries faculty and more.

To support student success, Clemson Libraries aims to increase funding available for our student assistant program to provide opportunities for at least 200 students per year.

Accessible educational resources for all

It's no secret that textbooks are among the most expensive costs for students. Roughly 40 percent of Clemson students need assistance with the cost of their books. Clemson Libraries makes learning

accessible to all students through our open education resources (OER) fund and textbook lending program.

The OER fund allows Clemson students and faculty to access textbooks, interactive simulations and labs, instructional videos and other materials designed for online use at no cost. The textbook lending program allows students to borrow the books they need for their classes even if they can't afford to buy them.

Since 2018, these programs have saved students approximately \$1 million on textbook costs. Through the Fiercely Forward campaign, we seek to double the number of students who benefit from these programs.

Digital literacy programs

Digital literacy, the ability to find, use, create and evaluate information using various communication technologies, is a critical skill for today's workforce. Clemson Libraries gives our students the skills they need to thrive in today's digital world.

Our Adobe Studio and Makerspace is the first partnership created between Adobe and a higher education institute. Located on the fifth floor of Cooper Library, the Adobe Studio and Makerspace offers an innovative learning environment for students to acquaint themselves with and utilize a range of creative technological tools. The Makerspace, which recently moved into the Studio, is a collaborative workspace for making and learning that uses a variety of low- and high-tech instruments, including 3D printers, a fabric printer, an embroidery and sewing machine, a vinyl cutter, a button maker, a sticker printer and hand tools.

We strive to continue to improve our digital literacy programs to meet the needs of students graduating into an increasingly digital professional space. Support for this center will include providing additional digital media equipment for student use, establishing further Adobe workshops and increasing staffing to assist students with their projects.

Our technology lending program provides students access to over 400 tech tools, including SRL cameras, video cameras, podcast recording equipment, projectors and more. With rapid change and technological updates, the Libraries must have resources to regularly invest in new software and hardware so that our students can always access the most state-of-the-art tools.

Collaborative academic spaces

In today's multidisciplinary world, collaboration is the foundation for discovery. Clemson Libraries strives to offer collaborative and flexible spaces that allow people to come together to accomplish great work. Creating an atmosphere of creative collaboration will foster academic and research activity that will elevate Clemson's influence across the nation and globe.

CLEMSON LIBRARIES LOCATIONS

- Robert Muldrow Cooper Library.
- Gunnin Architecture Library.
- Special Collections and Archives.
- Education Media Center and Digital Media Learning Lab.
- Library Depot.
- Clemson Design Center Library in Charleston.
- CU-ICAR branch library in Greenville.
- Osher Lifelong Learning Institute satellite library.

At Cooper Library and all our other libraries, we strive to offer collaborative and flexible spaces for people to come together to further their scholarship.

Since 2019, Cooper Library has increased its capacity by over 600 seats with a variety of quiet study areas, collaborative workspaces and group study rooms. In 2022, Cooper Library became the home of two new academic partners: the Social Media Listening Center and the Writing Lab. These additions are the start of reimagining Cooper Library as a hub of student success. Investment is needed to renovate multiple classrooms and increase space for additional student success within Cooper Library.

Through the **Fiercely Forward** campaign, we will transform the Libraries' collaborative academic spaces to accommodate the influential work happening on Clemson's campus. Having the best libraries possible will help the University compete for the best and brightest students from across the state, country and world.



FIERCELY FORWARD

The Plan for Clemson Libraries

2 FIERCELY PROMOTING RESEARCH ACTIVITY

For students and faculty alike, the Libraries support learning, collaboration and discovery. One of our goals through this campaign is to give Clemson researchers the network they need to be more effective producers of new knowledge to the world.

To sustain and grow Clemson's research reputation, the Libraries must offer increased services and tools at every stage of the research process. Support is needed to provide a solid knowledge base through our collections, to assist researchers in storing and sharing their data, to help disseminate research findings and more.

The *Fiercely Forward* campaign will invest in providing resources and support to student and faculty researchers who make discoveries that change the world. Philanthropic investment is needed for:

The Scholars' Lab

Located on the fourth floor of Cooper Library, the Scholars' Lab is an interdisciplinary space that is available to any student, faculty or staff member. Today's research questions often require analyzing large volumes of data. Researchers in the Scholars' Lab collaborate with data services librarians on documenting and preserving data, finding and using data sets, licensing data and more.

As the University increases its research activities, we need to adequately enhance the Scholars' Lab to support the data sets associated with these studies. We hope to add additional support from graduate assistants and data service professionals and state-of-the-art technologies to help with data analysis.

Research support goes beyond data services. We also need to continue to support subject-specific faculty positions and tailored research support services to assist researchers along the way.

Subject-specific faculty are assigned to support faculty in the academic colleges by providing services like publishing support, data management, open-access publishing and copyright consultation. These faculty are well versed in their support areas, enhancing their assistance to our Clemson students and faculty and deepening our researchers' findings.

Other faculty positions in the libraries, such as our scholarly communications librarian, support faculty in the academic colleges by providing services like publishing support, data management, open-access publishing and copyright consultation. Additional areas of high priority for additional faculty/staff lines include digital humanities and collection development. Our support of these positions is essential to assisting our Clemson researchers and moving research through the process from studies to findings that change our world.

Collections and research materials

A university cannot thrive without a library teeming with books and journals, digital resources, maps, media and archival materials — and the expert librarians and archivists who manage them.

Clemson Libraries has an accessible database of nearly 2.5 million books and almost 250,000 journal subscriptions.

With the speed of ever-increasing knowledge change, Clemson Libraries is investing to ensure our collections grow and evolve. As Clemson expands its research portfolio, the Libraries must acquire new collections to meet our faculty and graduate fellows' diverse research needs. In addition, we must invest in subject-specific librarians who can support faculty doing highly specialized research on various subjects.

The Fiercely Forward campaign seeks support to enhance our endowment for collection purchases and inter-library loan fees to ensure Clemson students and researchers always have access to the most up-to-date materials.

Publishing assistance

One of the essential elements of research is its ability to be peer reviewed and cited. Researchers at peer institutions can only review and cite Clemson's studies if they are published in academic journals. Through donor support, we have been able to provide access to various journal subscriptions and support Clemson authors who wish to publish their research in various academic journals.

The Libraries support faculty publishing through open-access publishing funds and partnerships that allow faculty to share their work in open-access

journals without paying author fees. Since 2019, we have saved researchers more than \$298,000 in open-access publishing costs through these partnerships. New knowledge is being developed every day through Clemson's research. Philanthropic donations will enable us to support our faculty in sharing that knowledge with the world, enhancing Clemson's academic reputation.

Clemson University Press

The Libraries also supports the Clemson University Press, which is pivotal in distributing scholarly knowledge from researchers across the country and globe. Established in 2000, the Clemson University Press is a global ambassador for Clemson and publishes about 40 books and journals annually. Through the Clemson University Press, we can disseminate scholarship from diverse authors, including promoting the voices of Black authors and authors of color. This program is essential to highlighting our University as a center of culture, knowledge and creative output.

The Fiercely Forward campaign will invest in Clemson University Press to continue to grow Clemson's reputation as one of the knowledge centers in the world.

Excellence in research

Clemson Libraries wants to be a place where research is celebrated and shared. We will engage with community partners to develop programming and share resources to help ensure a critically informed citizenry in the state.

One of our outstanding achievements in this area is the establishment of the Libraries Undergraduate Research Awards. The Libraries Undergraduate Research Awards recognize exceptional research conducted by undergraduates who used the Libraries spaces, services and resources during their studies. Winners are honored with a cash prize, an awards ceremony and a feature on the Libraries' website.

Our recognition of exceptional research will highlight scholars across the University and encourage researchers to pursue academic excellence. We aim to continue supporting undergraduate awards and establishing additional research awards for faculty, graduate students and beyond.

Philanthropic investment in the Libraries ensures Clemson faculty, graduate fellows and students can pursue their scholarly discovery. Fiercely Forward will support researchers across the University to access the resources, facilities and staff needed to move their studies from commencement to publishing.



WORKING TO MAKE TEXTBOOKS MORE AFFORDABLE

> Yang Wu

Undergraduate students spend an average of about \$1,200 per year on textbooks, according to the Education Data Initiative. Open resources librarian Yang Wu is working to decrease that number for students at Clemson and across the state.

Wu is the principal investigator on the Co-DREAM OER project, which has received nearly \$2 million in funding from the U.S. Department of Education to develop OER materials for STEM classes — in other words, free textbooks.

“For some students, access to textbooks is a really serious problem,” said Wu. “If students don’t have proper access to textbooks, they can’t learn properly, and they won’t be as successful.”

OER is still a relatively new field, and there are many courses that do not have OER materials available for use, so Wu works to help secure grant funding for faculty who want to create textbooks and other materials for their courses. It is just one of the many ways that the Libraries is collaborating with faculty and staff across the University to assist with teaching and research.

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The Plan for Clemson Libraries

ARCHIVING SOUTH CAROLINA'S CIVIL RIGHTS HISTORY

> Roy Jones, director of the Call Me MISTER® program

Roy Jones, director of the Call Me MISTER® program, has worked for more than 20 years to increase the number of Black male teachers in South Carolina and beyond. Now, he is working to tell the story of South Carolina's role in civil rights, specifically in the desegregation of public schools across the country, by researching and chronicling the case of Briggs v. Elliott, one of the first five cases on the docket with the landmark Supreme Court case Brown v. Board of Education. In fact, the South Carolina case predates Brown v. Board by two years.

Clemson Libraries is helping with this effort by preserving and archiving artifacts, photos, oral histories and documents related to Jones' research. Special Collections and Archives is in the process of developing an online searchable database of historical resources related to the South Carolina civil rights movement and will host all instructional materials.

3 FIERCELY CHRONICLING HISTORY THROUGH CLEMSON

To chart a path to the future, we must also understand our history. Through our Special Collections and Archives and Historic Properties, the Libraries preserves the documents, artifacts and stories that preserve Clemson's history and the history of our state, region and nation.

As Clemson becomes increasingly influential in the academic realm, it is our job to establish archive collections that are significant to researchers of this region. These collections become attractive to researchers from other institutions who wish to cite our primary sources in their studies. Our collections and archives also document our unique institutional and regional history, such as our "Documenting the African American Experience at Clemson" collection. This will fulfill our duty to document our history and aid researchers who wish to use our archives for academic works.

The *Fiercely Forward* campaign will invest in preserving historical artifacts and collections that are significant to Clemson University and South Carolina's history. Philanthropic investment is needed for:

Historical collections and archives

Throughout Clemson's history, University historians have collected and preserved documents that chronicle our place in South Carolina and U.S. history. Unlike other institutions, Clemson welcomes its student, faculty, staff and visitors to view these collections and archives for their research or personal education.

Clemson University Libraries' Special Collections and Archives aim to collect, arrange, preserve and make accessible materials relating to the history of Clemson University and the region.

University libraries rely on their special collections to promote unique scholarship and research. Clemson Libraries is developing several individual focus areas, including military history and the history of vital industries to the state and region, such as textiles,

agriculture and architecture. Specifically, Clemson Libraries would like to establish a collection that chronicles the history of the textile industry and its prominence in the economy of the Upstate. Not only will this highlight the importance of this industry to our region's history, but it will also aid historical researchers who would like to know more about the textile industry in our area.

We will continue to build these focus areas by soliciting significant collections, digitizing source materials and providing open access to the collections. By building our unique regional archives, Clemson will attract researchers from other universities and improve our reputation as a world-class research institution.

Clemson's Historic Properties

The Department of Historic Properties preserves and interprets sites on campus that played a significant role in shaping our collective past. It is only by understanding our past that we can move forward. The primary mission of Historic Properties is the management and interpretation of three historic properties: Fort Hill National Historic Landmark; the historic Hanover House, located in the South Carolina Botanical Garden; and the former Hopewell Plantation/Treaty Site, which was a family home of Gen. Andrew Pickens. We desire to tell the stories of all peoples who lived in and on these lands over the centuries. By preserving and interpreting the history of all who lived there, we help our campus, community, state and nation move forward by learning about those who have come before.

Support of Historic Properties allows us to:

- Continue to conserve and acquire museum collections, artifacts and furnishings.
- Provide ongoing preservation, exhibit development and maintenance of our historic homes.
- Hire undergraduate and graduate student employees to support public history initiatives as interpreters and researchers.
- Engage in historical archaeology projects in search of artifacts and information to broaden our knowledge and interpretation of the role of African Americans and Native Americans in the history of our campus.
- Interpret the history of Clemson, the state of South Carolina and the nation through the experiences of a variety of communities that lived and worked in or on historic properties over three centuries.



- Serve as a model in higher education of using historic properties as a classroom and lens to teach students, as well as visitors and the larger public, about the role history can play in uniting what divides us.

The Libraries is instrumental in chronicling history as it relates to our state, region, institution and world. *Fiercely Forward* will provide the necessary resources to preserve the unique history of our corner of the country and support the programs that allow us to reflect on our links to the past.





— FIERCELY FORWARD —

The Role You Can Play

As Clemson moves Fiercely Forward into the future filled with limitless possibilities, the Clemson Libraries must play a central role. Investment is needed to develop and ensure access to exceptional books and journals, digital resources, maps, media and archival materials to drive knowledge forward.

Clemson Libraries offers critical facilities and resources to every scholar on Clemson's campus. Every groundbreaking study, educational breakthrough or inspired academic work on our campus is partially facilitated by the Libraries. The pace of new knowledge is accelerating faster than at any time in human history, and the Libraries must grow to meet the needs of our scholars.

We are making significant progress toward becoming recognized as one of the top university libraries in the country and securing an Association of Research Libraries (ARL) library designation, which will place us among the top research universities in scholarly communication. Our bold vision requires your unwavering support. Delivering consistently outstanding education and research requires consistently generous philanthropy. Clemson Libraries seeks forward-thinking partners to implement the Fiercely Forward initiatives outlined here and drive knowledge forward for our state, nation and world.

We are grateful for the trust you place in Clemson and excited for the future we are building together. We are eager to hear your feedback on the proposed plans and discuss your role in helping us achieve these ambitious goals.

It's up to us to ensure that Clemson remains among the great knowledge centers of the world and that Clemson Libraries continues to be a catalyst for innovation, excellence and economic prosperity. We invite you to consider how you can support the Fiercely Forward campaign and be part of our future success.

"The growth and success of the University go hand-in-hand with the growth and success of the Libraries. We must continue to evolve to meet the needs of our students, faculty and staff so that they can achieve their goals. Your support can help us move *Fiercely Forward* in becoming the hub for research and scholarship that our campus community needs and deserves."

— *Dean Chris Cox*



MISSION

Clemson Libraries provides innovative and inclusive collections, programs, services and technologies that support Clemson University's goals and the information needs of all.

VISION

Clemson Libraries aspires to be among the best public research libraries in the nation.



clemson.edu/giving



THE SUCCESS OF
CLEMSON STUDENTS IS
AT THE HEART OF OUR
MISSION.

CLEMSON LIBRARIES OFFERS
CRITICAL FACILITIES AND
RESOURCES TO EVERY
SCHOLAR ON CLEMSON'S
CAMPUS.

PLEASE JOIN US
IN MOVING **CLEMSON**
FIERCELY FORWARD.