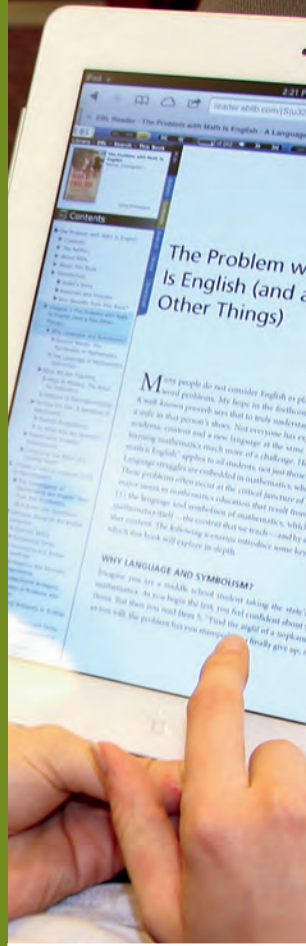


2012/13

ANNUAL REPORT



SWEM

EARL
GREGG
SWEM
LIBRARY

COLLEGE
OF
WILLIAM
& MARY

VISION

The Earl Gregg Swem Library will be an extraordinary liberal arts library.

MISSION

The Earl Gregg Swem Library supports and enhances teaching and research, and fosters intellectual curiosity, creativity and lifelong learning.

CORE VALUES

- Collaboration and People
- Excellence
- Learning and Knowledge
- Openness to Change/Adaptability
- Respect
- Service



A message from Dean Carrie Cooper

AS I BEGIN MY THIRD YEAR WITH WILLIAM & MARY, I'm excited by the many ways I see our libraries supporting teaching and learning. Increased financial support from the institution and our alumni and friends make new library initiatives possible. We have raised our collection budget \$350,000 in two years, which is essential to being a world-class library and supporting a top liberal arts university. Private support makes the renovation of the ground floor possible. The Media Center will extend its reach with a new digital media lab, improved storage and workspace, and two flexible classrooms to support faculty-librarian partnerships and community events.



While funding is essential, we also build success in the partnerships we create. This fall Swem Library welcomed Academic Advising into our building. Across from the Writing Resources Center and Tribe Tutor Zone, this trio of academic support services is an exciting step forward for campus collaboration. Within steps of entering our main library, students seek help from library staff, writing consultants, peer tutors and advisors. Our partnerships with faculty also play a vital role in our ability to serve the campus community. Faculty collection grants will ensure that we spend our new money well, buying books and media that support new courses, interdisciplinary programs and areas that have been identified as needing improvement.

Campus-wide conversations about the liberal arts curriculum and the evolving technology-enriched classroom are influencing our future. We are watching carefully and adding value. At Swem, we strive to be extraordinary! Thanks for helping us get there.

Carrie

Carrie L. Cooper
Dean of University Libraries

Sign up for our monthly
e-newsletter at
swem.wm.edu/enews

New collection documents Virginia's

HIP-HOP HISTORY



Manuscripts, rare books and memorabilia from William & Mary's storied history are among the items one would expect to find when searching through Swem Library's Special Collections.

Among the letters, diaries and other records from ages past, researchers will soon be able to discover such artifacts as SMILES Crew's first boombox or a cassette tape of Mighty MCs recordings.

In April Swem Library launched the William & Mary Hip-Hop Collection, the most comprehensive collection of its kind devoted to chronicling Virginia's hip-hop past from the 1980s to the present through oral histories, recordings, publications and other ephemera created by Virginia-based artists, collectives and businesses.

"We, as an institution, have been collecting music for a century. What prompted the vision of starting a hip-hop collection is the need to look at the space we are at in the history of hip-hop," said Amy Schindler, university archivist.

While new to William & Mary, a number of archives around the country have hip-hop collections. Even so, the College's collection focuses on a niche undocumented elsewhere: Virginia's role in the development of hip-hop.

The idea for a hip-hop collection at William & Mary has its roots in the research of Kevin

Kosanovich, a W&M American studies doctoral candidate. In preparing his dissertation, which examines the history of the Bronx River Houses, the Zulu Nation and the emergence of hip-hop in the Bronx, Kosanovich employed the resources of Cornell's hip-hop collection.

"Coming out of that experience, I saw that there's room for a lot more to be archived and collected," Kosanovich said. "I realized that Virginia has a huge history, a deep history that hasn't really been documented in a state-wide or regional way."

The William & Mary Hip-Hop Collection contains video and audio recordings—in CD, cassette and digital forms—as well as posters, artifacts and other ephemera. But what separates the College's archive from other hip-hop collections, aside from its concentration on Virginia's role, is its involvement of the people who gave Virginia its place in hip-hop culture.

"One of the big things that makes our collection distinctive and unique, and what Kevin is spending most of his time on, is gathering oral history interviews by sitting down with individuals or groups of people, talking with them and getting their story," Schindler said.

Blendzville Awards trophy, circa 2007–2011. The Blendzville Awards are a hip-hop awards ceremony held in Norfolk, VA.



ABOVE: DJ Wyze spins records at the library's Hip-Hop Collection launch event in April. BELOW: University Archivist Amy Schindler (center) is joined by William & Mary students (from left) Lia Servidio '13, doctoral candidate Kevin Kosanovich, Andrew Cavell '15 and Carleigh Branch '16. Items on display include SMILES Crew's first boombox, promotional materials for performances and a cassette tape of Mighty MCs recordings.

Kosanovich has interviewed many significant figures from Virginia's hip-hop community, both past and present, preserving their stories for future researchers. For instance, interviews with DJ P-Eazy of the BorNaturals, a significant group from Newport News, as well as Big B of the Boodah Brothers, document these groups' influential presence in the development of Virginia hip-hop.

Beyond its historical setting, the hip-hop collection is poised to provide new academic insight to the College community and beyond. The collection, like all others in Swem's Special Collections, is open and available to the public, while much of the digital material is also available online when the donor or copyright allows.

"We fully expect that other classes, especially in American studies, music, and even history, and the community will engage with this collection," Schindler said.

Kosanovich sees the collection as an important resource for the College as it moves into a new age of academia.

"It's forward-looking—I really think that this is the next wave of important academic archives and collections that we are going to see nationally cropping up in the next 10 to 15 years," he said.



Backstage passes to hip-hop concerts in Virginia.

Swem Library provides more than just support to our faculty; we are partners in teaching, research and curriculum development. When librarians and faculty work together, everyone benefits.

TROY DAVIS & CAROL SHERIFF

Swem's Media Services Director Troy Davis and Professor of History Carol Sheriff recently teamed up to add a special feature to a new history textbook.

Carol is the co-author of *A People and A Nation* (Cengage: 10th edition), a book used in college and advanced placement high school courses. Her publisher, Cengage, contacted Carol in the spring with an idea to make the material more interactive and accessible to students. Carol was to videotape herself discussing historical issues relating to the chapters she wrote. After mulling over the proposal, she decided she needed to recruit help, but wasn't sure where to turn.

"I sought suggestions from my colleagues for whom I might turn to for help with this project. I have to confess that I wasn't very familiar with the Media Center, but now I will sing its praises any chance I get!" Carol said.

"Textbook publishers are anxious to have online content, and featuring the authors in this way is a great idea," Troy said. "One might not expect an academic library to address this type of

request, but we did, and we continue to do so every day. We are prepared to engage faculty wherever they are with whatever they need and to add value and exceed expectations."

After chatting with the publisher and determining what they required in terms of production standards, Troy and his crew were able to quickly construct a green screen production set-up in the Ford classroom to record Carol's talk. After multiple takes, they had videos that Carol was happy with.

"The folks at the Media Center were extremely accommodating and helpful. They spent a great deal of time helping to stage and film the videos, and then editing them. Without them, the entire process would have been far more difficult—perhaps even impossible—for me. I am deeply grateful for their help," said Carol.

"We were happy to team up with Carol on this project," added Troy. "The Swem Media Center and service model is unique among academic libraries, but one that we feel is vital to a 21st century educational experience."



Professor of History Carol Sheriff and Swem's Media Services Director Troy Davis prepare to videotape chapter introductions to *A People and A Nation*, a book co-authored by Sheriff.



KATHLEEN DELAURENTI & RON SCHECHTER

Arts Librarian Kathleen DeLaurenti and Associate Professor of History Ron Schechter recently collaborated on a unique project, a historical graphic novel about Jewish boxer Daniel Mendoza.

Mendoza the Jew: Boxing, Manliness and Britishness (Oxford University Press: 2013) tells the story of a Jewish boxer who became the champion of Britain between 1789 and 1795, and explores issues of tolerance and pluralism, gender and nationalism in late eighteenth-century Britain through a comic-book format.

Ron and his research assistant, Sagra Alvarado, sought out Kathleen last December for research assistance. Specifically, Ron was seeking authentic 18th-century images to provide to the novel's illustrator who was tasked with producing historically-accurate pictures for the graphic novel.

"This was quite challenging, especially for a historian, such as myself, who knew something about the political and intellectual history of the time but nothing about what Britain and British people actually looked like," Ron said.

ABOVE: W&M sophomore Mikaela Spruill and Associate Professor of History Ron Schechter meet in the library.

LEFT: Arts Librarian Kathleen DeLaurenti pictured on the front steps of Swem Library.

Kathleen went to work looking for images of clothing, architecture, trades and professions, and landscapes and cityscapes.

"It takes an extremely skilled reference librarian with a keen understanding of visual culture to help with a project such as this one. I was blown away by how helpful Kathleen was," Ron said.

Kathleen began with good, old-fashioned books to source images. She then worked with Ron and Sagra to find resources in the library's catalog, before moving onto electronic resources.

"This was a very exciting project for me to collaborate with Ron and Sagra," said Kathleen. "We took advantage of our 17th and 18th century digital collections, but historical texts were a great help as well. We found some great images in books of cricket fields!"

"Kathleen taught us some tricks to navigate the Swem catalog more effectively than I have ever been able to do on my own, and as I expected, Kathleen's command of the electronic sources was more than proficient. It was actually kind of breathtaking," Ron said.

Throughout this process, the trio gained the information they needed to help ensure the illustrations would transport the reader to 18th-century Britain.

SWEM WAS NAMED
ONE OF THE MOST
SOCIAL MEDIA
FRIENDLY COLLEGE
LIBRARIES IN THE
NATION BY LIBRARY
SCIENCE LIST,
RANKING #14—THE
HIGHEST IN VIRGINIA.

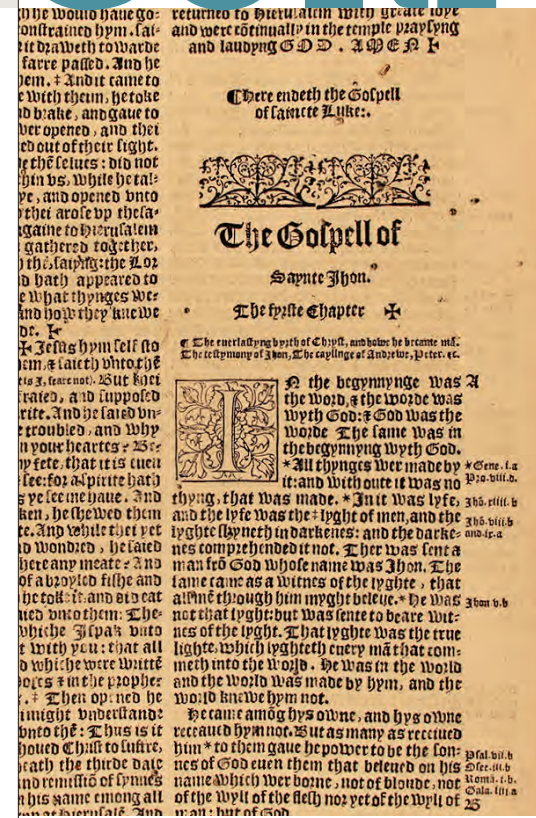
Swem Library encourages

“Without a first-class library, we would lose the sources of information that both spark our initial question-asking and guide us through the process of question-answering.”

ZACHARY WOODWARD '14



CURIOSITY & EXPLORATION



When Zachary Woodward '14 was considering colleges for his undergraduate studies, he was searching for a place with a strong sense of community, robust academics, and extensive research services. He found those features and more at the College of William & Mary.

As a William & Mary student, Zach has found that his classes inspire him to think critically, ask questions and seek answers, and he's learned that the College's Swem Library gives him the resources he needs to explore and discover.

“One of the missions of this school is to foster an environment in which students are encouraged to ask challenging questions and aggressively seek answers,” he said. “Without a first-class library, we would lose the sources of information that both spark our initial question-asking and guide us through the process of question-answering.”

A 1566 copy of the Bible housed in Swem's Special Collections Research Center.

Zach, a religious studies and government major, was introduced to the wealth of information available at Swem Library through his freshman seminar in religious studies. Selecting the Gospel of John for the topic of an assignment, he visited the library—unsure of what he would find.

“After finding a huge number of helpful sources from both the online databases and circulation materials, I came to truly appreciate how helpful Swem can be for students,” he said.

That first encounter inspired Zach to get more involved with the library. In addition to using the library for research, Zach has worked as a student assistant in Swem's Special Collections Research Center since his freshman year. In this position, Zach assists the library's archivists, digitizes special collections materials to make them available online, and performs clerical tasks.

But the library isn't just a place for research or study, according to Zach. It's a place where students create video projects, grab coffee in the café, borrow the latest summer blockbuster, or visit for any number of reasons.

“The library is multifunctional, and everyone has different reasons for using Swem,” Zach said. “Its central location makes Swem an ideal meeting spot for students or faculty members to work on projects.”

Providing top-notch resources and services is at the core of the library's mission to foster intellectual curiosity, creativity and lifelong learning.

“Swem has defined my William & Mary experience in much the same way as my professors and the community,” he said. “The library has provided me with the opportunity to explore the academic world beyond the classroom. I am extremely grateful that Swem has allowed me to flourish as a student.”

SWEM'S SPECIAL COLLECTIONS HAS A FIRST EDITION OF ISAAC NEWTON'S MASTERWORK PRINCIPIA.

DID YOU KNOW



CONNECTING ACROSS THE CENTURIES

When Naomi Marrow talks about Reuben Smith, it's easy to assume he was a close member of her family. Her eyes light up when she talks about his love of hot cornbread. She laughs at how he teased his best friend, George, by smoking his cigars under the guise of preserving George's health. She relays with sadness how his life was cut short.

But Reuben Smith—this charming, witty young man who aspired to be a doctor—never knew Naomi Marrow. That's because Smith lived and died 170 years ago.

"I walk by Bruton Parish almost every day. One day I saw Reuben's headstone and it made me sad that I didn't know his story," Marrow said.



Naomi Marrow at Bruton Parish Church

Little did she know that her search for his story would reveal a mystery 170 years in the making.

Marrow began searching for information about Smith and soon discovered that he lived in the St. George Tucker House with his sister, Lucy Ann Smith, and her husband, Nathaniel Beverley Tucker, and that he graduated from the College of William & Mary in 1842.

"It was like finding pieces of a puzzle. One piece of information led to another and another, and it went from there," she said.

Marrow even located one of Smith's descendants, gathering more details on the short life of this young man. But one piece of the puzzle continued to elude her.

"I had learned a lot about Reuben, but I still hadn't discovered how he died. I had so much information, but this one piece of his life was missing," she said.

So she wrote an essay entitled, "Who Was Reuben Smith?" that was printed in the Virginia Gazette. From that essay, came this advice: "Go to Swem Library." And that's exactly what she did.

"When I arrived at Swem, they brought out a box of Tucker family letters. When I first held a letter in my hands that Reuben had written himself, it was an amazing feeling," she said.

In that box, Marrow found the answer she had been seeking. In a letter of condolence from George to Lucy Ann, George explained that while tending the poor in Philadelphia, Smith contracted tuberculosis. He returned to Williamsburg in 1842 and died in an upstairs room of the Tucker House in February 1843.

In the hope of sharing Smith's story, Marrow entered Swem's archives contest, in which library users shared discoveries they'd found in special collections. Her touching entry won over voters, making her the contest winner.

"Naomi's entry is the perfect example of how archives are a living and breathing experience for our visitors," said Amy Schindler, university



Marrow holds a textbook that once belonged to Reuben Smith, now housed in Swem's Special Collections Research Center.

archivist. "Archives have the power to create a connection with the distant past and bring people and events alive today."

Marrow visited Swem with her daughters, Colleen and Karen, in the spring for a behind-the-scenes tour of the library's Special Collections Research Center. Staff had a special treat in store for her. They had uncovered several textbooks in the archives that had belonged to Reuben—some of which he had even doodled in. When she entered the room where the books had been placed on display and realized what she was seeing, she began to cry.

"Oh, this is just amazing," Marrow said as she carefully turned the pages in a math book that Reuben had drawn designs in. "To know that he drew these things, that he touched this book, it amazes me."

Swem archivists plan to make some of Smith's books available online, so that Marrow and others interested in what a William & Mary student in the early 19th century was studying—and doodling—can access them.

Marrow wonders what Reuben would have thought knowing someone cared about him—enough to discover the details of his short life—nearly 200 years later. Would he be happy that she brought his life story to light? We, at Swem Library, certainly believe so.

Robert M. Gates to give papers to Swem Library's Special Collections

William & Mary Chancellor and former U.S. Secretary of Defense Robert M. Gates '65, L.H.D. '98 will donate his personal papers to his undergraduate alma mater. Gates and his wife, Rebecca, have also committed from their estate a gift currently estimated at \$1.5 million, which would include a \$1.45 million bequest to help attract and support international relations and global studies undergraduates by providing them scholarships. The remaining \$50,000 has been designated for the cataloging and digitization of Gates' papers.

"Bob Gates' contributions to the welfare of our country have been of a breadth and depth rarely equaled," said William & Mary President Taylor Reveley. "His alma mater is thrilled to receive his personal papers and extremely grateful for his marvelous support of our students. A commitment of this magnitude from William & Mary's chancellor is especially compelling."

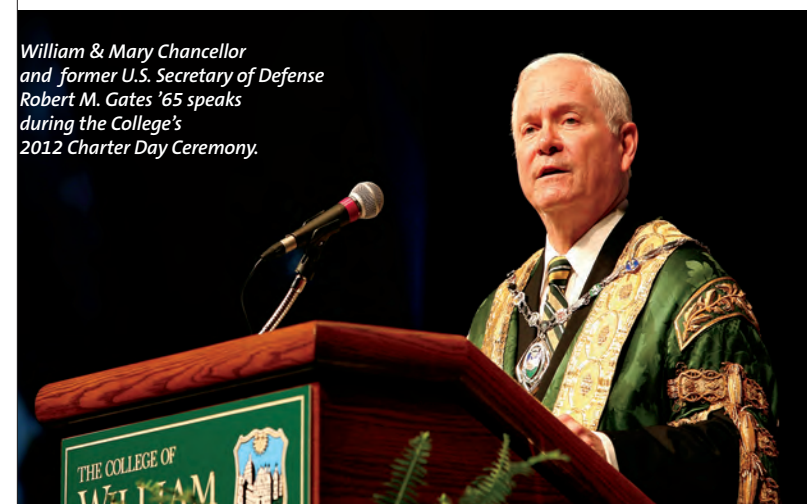
Gates' personal papers encompass his time at the CIA, his service at the National Security Council, his Texas A&M University presidency, his term as Secretary of Defense and his current role as William & Mary's chancellor. Gates is using the documents as he completes his next book. The papers will ultimately be housed in the Special Collections Research Center at Swem Library.

"My experience as an undergraduate at William & Mary had a great influence on shaping my life, just as the College has had a great influence in shaping our country; its long history is intricately interwoven in the fabric of the nation," said Gates. "I cannot imagine a better place for my personal papers than the university's Special Collections Research Center."

The center is home to William & Mary's archives, original manuscripts, rare books and other unique resources for student and faculty research.

"We are honored to serve as the permanent home of the papers of one of the most influential public figures of this century," said Dean of University Libraries Carrie Cooper. "His papers will become an invaluable resource for our students, as well as future historians and scholars."

William & Mary Chancellor and former U.S. Secretary of Defense Robert M. Gates '65 speaks during the College's 2012 Charter Day Ceremony.



OUR STRENGTH IS OUR PEOPLE

DORIS BAKER

collection donor

Doris Baker, a world traveler who now calls Virginia Beach her home, lived in Europe during a critical time in history—after the end of World War II. She served as a principal in Department of Defense schools and had a great deal of opportunity to travel, always with her camera at her side.

This was an important turning point in European politics and international relations, and Doris was there to capture it all. She recently decided to donate her collection of photographs to Swem Library's Special Collections Research Center.



Doris Baker

"My photos show these changes, often in black and white without the distraction of color," Doris said. "I would like to know they will be kept in good condition for a long time, and I believe Swem Library will take good care of them, and use them well for the benefit of research and education."

The collection provides a snapshot in time, with images capturing daily routines like a man weaving baskets in a Moroccan market and two women walking down a beach in Normandy.

Looking back on her time in Europe, there is one photo she wishes she could have taken: the open caskets containing the bodies of Vladimir Lenin and Joseph Stalin.

"For some unknown reason, I was allowed to get close enough to touch them, to walk by the open caskets of Lenin and Stalin in Red Square, Moscow," she said.

Alas, that is one photograph we will have to do without.

JIM AND JUDITH BOWERS

legacy donors

Jim and Judith Bowers were busy professionals when they decided to retire to Williamsburg in 2002, choosing the area because of the learning opportunities offered at the College of William & Mary. Not ones to stay idle, they immediately became involved in the Christopher Wren Association and Muscarelle Museum, as well as the Colonial Williamsburg Foundation, Williamsburg Symphonia, Virginia Symphony and Virginia Opera.

"All of these organizations welcomed us, but we found the faculty and staff of the College particularly wonderful to work with," said Jim.

Jim and Judith value education "beyond all else" and see the need for educated citizens and scholars who understand the world, past and present. They also understand the importance of libraries and the resources housed there.

"Swem is creatively finding ways to keep current with the needs of today's students and we want Swem to continue on this path for future students. Since libraries and resource centers are typically underfunded, we included Swem in our giving plan to overcome this perennial problem and assist its forward momentum," said Judith.

The Bowers have chosen to include Swem in their estate plans through an endowment that will continue to support the library for years to come. Their endowment will support Swem's most pressing needs.

"Libraries have always been very important to both of us," Judith said. "When you're in a library, you're enfolded by the knowledge all around you—it's tangible, not like in a computer lab. You are surrounded by life experiences."

*Jim and
Judith Bowers*



Leon Salzman presents a check for \$1,003, proceeds from last year's Swem Month fundraiser at his Ben & Jerry's shop, to Dean of University Libraries Carrie Cooper.

LEON SALZMAN

community supporter

Williamsburg resident Leon Salzman continues a family tradition of supporting Swem Library. His father, Frank, began an annual library fundraiser 23 years ago at his Williamsburg-area Ben & Jerry's stores. Leon has continued his father's efforts, hosting the fundraiser each fall at his Ben & Jerry's shop in Premium Outlets. Since 1990 the Salzman family has raised nearly \$22,000 for Swem.

"My father believed supporting the college library would have the greatest impact on the students, and I agree. The library plays an important part in helping students do well in their studies," said Leon.

The annual fundraiser helps support library staff development, revitalization of Swem's study spaces and the purchase of books and other library materials.

Leon supported Swem in other ways too: In the spring he donated more than 500 scoops of ice cream for the library's student outreach event during final exams. Needless to say, it was a big hit!

Today, supporting Swem Library is not just a way to give back, Leon says, it's a way to keep his father's legacy alive.

"My dad used to say, 'It's not a responsibility for a business to give back to the community, it's a mandate.' He believed in investing in others, and I want to continue that tradition," Leon said.

MICHAEL RAWLINGS

alumnus and board member

When Michael Rawlings '82 was asked to serve on the Swem Board of Directors five years ago, he was thrilled with the opportunity to reconnect with his alma mater. As a former board member of William & Mary's Gay and Lesbian Alumni Association (GALA), he appreciated Swem's support of the LGBT community, and knew Swem would be the perfect match for him.

"Swem has brought healing, energy, passion and a sense of belonging and pride to the William & Mary LGBT community. It was one of the few places within the College community that actively welcomed LGBT alumni to the table," he said. "I have felt indebted to Swem and its leadership for opening that door when it was closed elsewhere."

Michael supports Swem by dedicating his time, skills, money and, most importantly, his passion for learning.

"We know that a library at the College was critically important to the students in 1693, and a library—albeit in a different form—will likely be important 300 years from now. Supporting Swem is among the most direct and fastest ways to support William & Mary's mission, its students, our shared future," he said.

Michael hopes his time on the Swem Board will contribute to a stronger, more inspired campus community.

"William & Mary is a unique place. It's always been just big enough to get lost if one wanted, yet small enough to be a real community where anyone and everyone can make a difference," he said.



Michael Rawlings and his mother pose in front of the College's Crim Dell bridge on his graduation day in 1982.

SWEM IS ONE
OF ONLY TWO
ACADEMIC LIBRARIES
IN VIRGINIA
CURRENTLY OFFERING
JSTOR ACCESS
TO ITS ALUMNI!





PHYSICAL COLLECTIONS

1,896,070 print books
1,582 print journals
23,789 music recordings
13,158 films & videos
1,492,300 microforms



TEACHING AND LEARNING

12,325 reference questions answered
458 individual consultations
380 classes & workshops taught



USING OUR SPACES

754,500 visitors to Swem
34,200 hours group study rooms used
17,190 hours multimedia studios used

84%

OF STUDENTS RECEIVE RESEARCH INSTRUCTION IN THEIR FIRST YEAR AT WILLIAM & MARY.



ELECTRONIC COLLECTIONS

1,128,924 e-books
132,454 e-journals
647 research databases



COLLECTION USAGE

74,840 physical items checked out
11,539 items borrowed from other libraries
437,421 online articles accessed



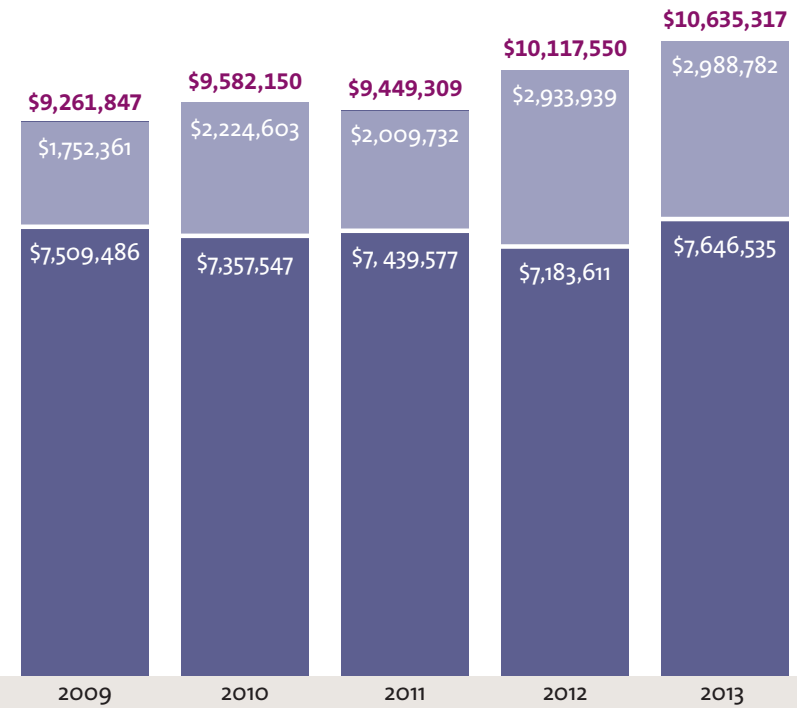
CONNECTING WITH US

629,064 website visits
1,779 Twitter followers
1,569 Facebook fans

TOTAL ANNUAL BUDGET

2009–2013

Private funds
Public funds



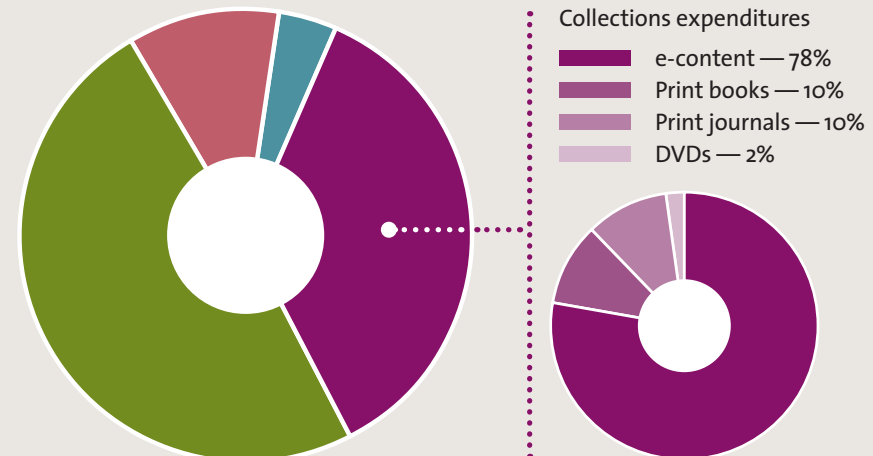
Public funding of Swem has remained flat over the last five years; private gifts have been critical to the library's ability to meet the growing needs of the campus community.

EXPENDITURES

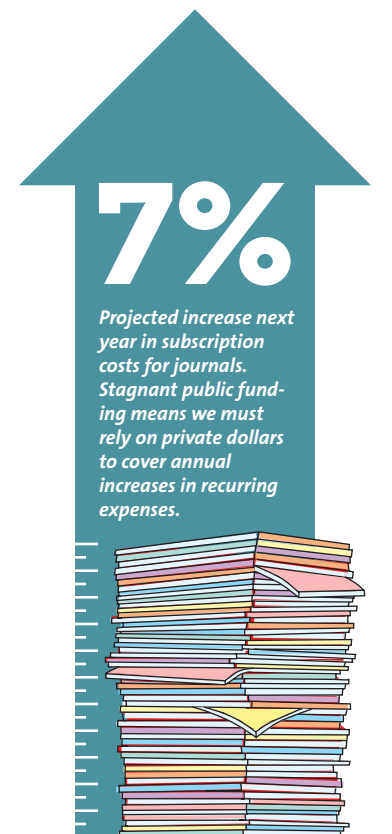
For the fiscal year ending June 30, 2013

Total expenditures

Collections — \$3,075,738
Salaries and wages — \$4,169,443
Operations — \$916,352
Technology — \$309,429



Swem multimedia studios were used 17,190 hours in fiscal year 2013.



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The College of William & Mary
P.O. Box 8794
Williamsburg, VA 23187-8794

757-221-7872
swem@wm.edu
www.swem.wm.edu

View & share this electronically
www.swem.wm.edu/report



EARL GREGG SWEM
LIBRARY

The College of William & Mary